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DEEP IMPACT

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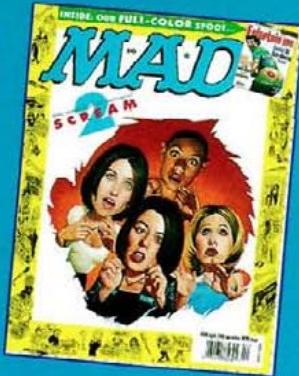
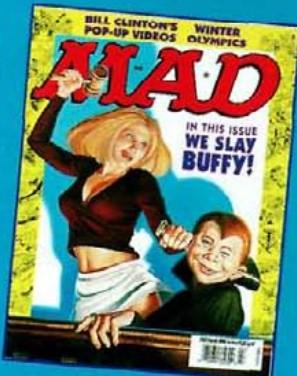
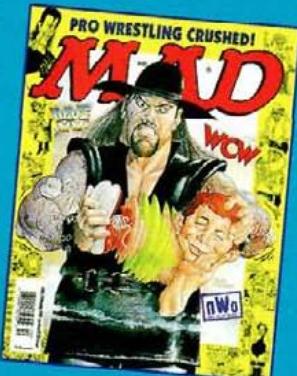
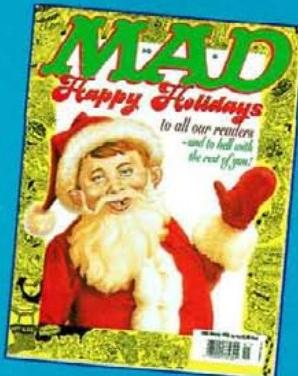
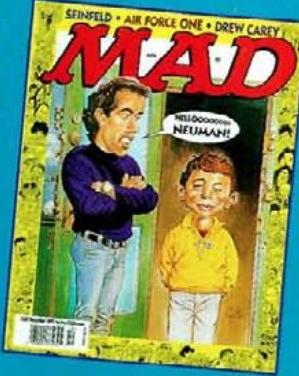
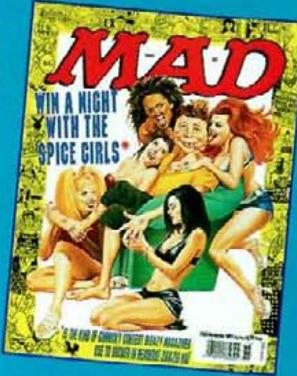
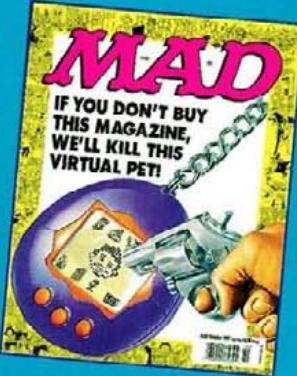
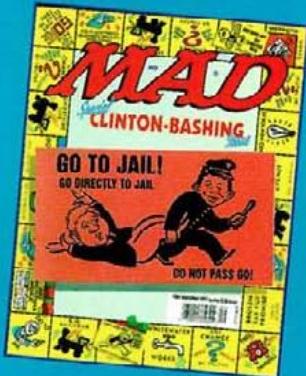
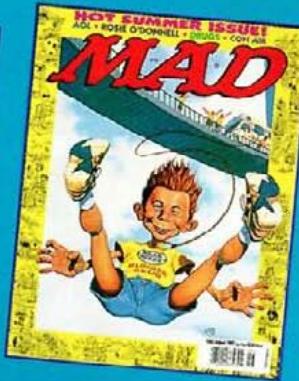
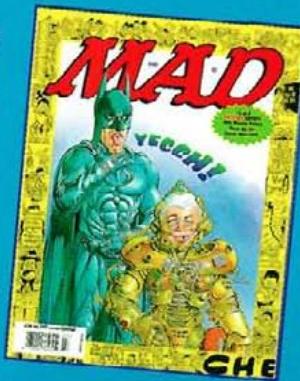
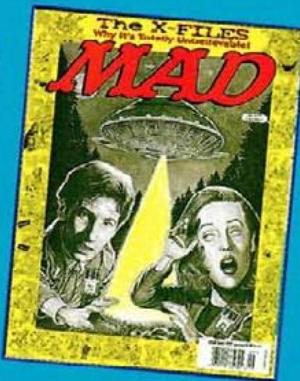
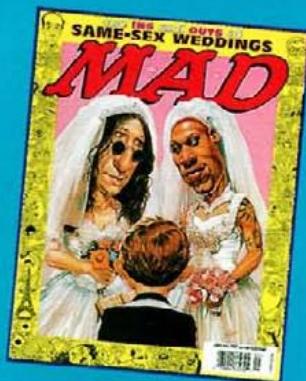


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SEPTEMBER NUMBER
1998 373

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FRONT COVER ARTIST: JAMES BENNETT

MAD #374 ON SALE
SEPTEMBER 22!



TITANIC FANATICS

I was appalled to see a flaw in your satire "Trypanic" (MAD #369). On the bottom of page eight, Callous is wearing the same ring that the Phantom wore in the movie *The Phantom*. The character who plays Cal in the movie *Titanic* is the same person who played the Phantom in *The Phantom*. I see no reason for Callous to be wearing the Phantom's ring since he is sinking on the Trypanic. Also, Callous is not wearing the ring in any other scenes.

Jose Guerrero
Cherokee, NC

You depict the Titanic on your cover sinking with all four smoke stacks blowing smoke. I ask you, how could this be? The fourth smoke stack was used strictly for ventilation! I'm not the one blowing smoke here.

Daryl Horton
Green Bay, WI

Jose and Daryl — Thanks for the letters.
We're letting guest Ed. Leonardo DiCaprio answer for us! —Ed.

Jose and Daryl —
You're the schmucks
of the world!



HAIR APPARENT

I just wanted to know, what are those things sticking out of Monroe's head? Are they his ears?

Emily L.
Washington, MI

**Em — No, not
ears! They're
Monroe's dreds
and they happen
to be the hottest
and latest craze
among those in
the know! —Ed.**



Jennifer, Leonardo
and Michael have
jumped on the
Monroe
bandwagon —
how about you?



THAT SINKING FEELING

Your Titanic cover (MAD #369) is very intriguing, but talk about déjà vu, or perhaps the lack of creativity. It looks plagiarizingly similar to your S.S. Poseidon cover (MAD #161)!

Aaron Carter
Burbank, CA



Aaron — Holy smokes, you're right!
We contacted our sparkplug attorney "Lawyer Lil" who says we can indeed sue ourselves for plagiarism. Since she will be representing both ourselves and us, chances for an amicable out-of-court settlement are high. We hope so, because the lawyers' fees are astronomical! —Ed.

HOW TO REACH US

Please Address Correspondence To: MAD,
Dept. 373, 1700 Broadway, New York, New York
10019. MAD welcomes reader submissions.
Manuscripts will not be returned or acknowledged,
however, unless they are accompanied by a self-addressed, stamped envelope!
MAD doesn't read faxed submissions!

MAD MUMBLINGS @aol.com
SPECIAL HANSON EDITION

We received thousands of letters concerning our article "Letters to Hanson" (#369). Here is a sampling in MAD Mumblings form:

I speak for all the Hanson lovers when I say I want an apology — Hypa!...Do you realize how rude and disrespectful you were to Hanson? — Snowz14...Stop making fun of Hanson now or you will get sued — ADIDAleO...People should stop teasing them because of their hair. I think it gives them personality — Popeycl... Making fun of them will not get you anywhere — VPKT...That is so mean you should talk about something else and stop dissing the boys — Hanson7258...I don't think you seem to realize how many actually love Hanson. You obviously don't realize that when you mess with Hanson, you mess with me, and I can guarantee you don't want to go there — ilive4ITZ.

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COMPLETELY MADD?

I am writing you because I think that your organization should keep up the good work. By forming a group like Mothers Against Drunk Driving, you've helped thousands of young people not to make mistakes. Could you please send me some bumper stickers so I can put them on my Mom's car? Thank you for listening to a young teenager like myself.

Stefanie Wetteland
Portland, OR

Steffie — Thank you for your wonderful, inspiring letter. You are truly what America is all about! We are happy to send you bumper stickers under separate cover. Here are a few we'll be sending your way! —Ed.



PIPE-A PERSONALITY

As devout readers of MAD's letters page know, we have a long and proud history of publishing the covers of obscure magazines that feature MAD contributors. Who can forget that heartwarming photograph of Duck Edwing on the cover of Kinko's magazine *Home Worker* (Letters page #364). And we still double over when we think about the Alfred/Bill Gates morph on the cover of *Upside* magazine (Letters page #370). Well, we have another one for fans of rarely-seen and infrequently purchased journals everywhere!

MAD's own Dave "Lighter Side" Berg in a brilliant charcoal self-portrait on the cover of *Pipes and Tobaccos* magazine! Kaputnik, you've made us proud (or something!).



THOSE WHO DON'T LEARN FROM THE PAST ARE DOOMED TO RE-READ IT!

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#5
Fall
1998

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No! Forget the stupid sales literature! I've already bought the Orwreck XL and completely destroyed my home and all of my possessions. Please send me information immediately on how I can shut the damn thing off!

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It's the lightest full-size vacuum available. The Orwreck XL weighs just 8 pounds, so lugging it to the repair shop every month or so is a breeze! Best of all, every Orwreck XL comes with a Universal Attachment Nozzle which fits many of those novelty suction devices usually advertised in the back of men's magazines.

The choice of professionals everywhere. The Orwreck XL is already the favorite vacuum of mortuary attendants, unlicensed asbestos removers and illegally hired hotel maids who fear loss of their job if they don't say what we tell them to say. Now this same vacuum can be yours, thanks to this amazing offer and the circumventing of Federal laws banning the sale of highly dangerous and untested machinery.

Free Super Compact Canister. The same 4-pound Suck-Master you've seen on TV for a split second before hitting the remote! It's so powerful, it will lift bowling ball!* And the Suck-Master is yours free when you purchase the Orwreck XL and completely suspend all notion of hidden costs and good consumer common sense.

Take the Orwreck Challenge. Try the Orwreck XL risk free. If after 15 days, your floors are not completely free of all dirt, carpeting, pets, and toddlers, just return it. Simply pay us what we say you owe us and you'll never hear from us again!

FREE
GIFT



SITUATION COMET-Y DEPT.

Oh no! I think that's a rogue comet on a collision course with Earth!

You're a dork, Beadyman! What're you looking up in the sky for? Check out the fifth window on the top floor of the Holiday Inn! Now THAT'S a heavenly body!



A MONTH LATER

I fed the computer all the info on the rogue comet that Beadyman sent me! That monster comet is on a collision course with Earth! I'm trying to e-mail the President, but now that I finally got past AOL's busy signals, I can't get past these &@%#ing endless Platinum Visa Card offers!



I guess driving 100 miles an hour down a winding road with heavy truck traffic wasn't too smart! But I'm not worried! If this car explodes into a fireball, I'm sure the disk and the envelope with the photos of the comet will miraculously survive! That way Beadyman, the kid who discovered the comet, and me, Marv Wolfman, will become famous, and Spielberg will discover that a totally confusing movie will hit the audience with a humongous...



SLEEP IMPACT

ARTIST: MORT DRUCKER

WRITER: DICK DEBARTOLO

Recently the nation's top astrologers discovered what some dopey teenager observed a year ago — a huge comet hurtling toward Earth! This comet is big, about the size of New York City, but not as big as the plot holes in this movie! When it hits, millions will die, and life as we know it today will cease! As your President, I didn't release this news earlier, so I would have something BIG to release whenever another illegal campaign fundraising scandal was uncovered! That happened about 15 minutes ago, hence this announcement, which will wipe that illegal fundraising story off the face of the Earth — along with most of the inhabitants!



Mr. President, Jerky Learner, MSNBC! Is it true that you're going to back up your comet of doom story with cheap special effects, scientific mumbo jumbo, and mundane scenes of people screaming and running for their lives... you know, like that lame-ass Duchovny does on *The X-Files*?

Mr. President, where does all the money from ENSURE, a brand name plastered all over this movie, go? And will MAD be able to get some for using the name ENSURE twice in this opening panel?

Mr. President, will you be hiring new interns to help with this crisis? If so, I have experience in the Oral, er...the OVAL Office!

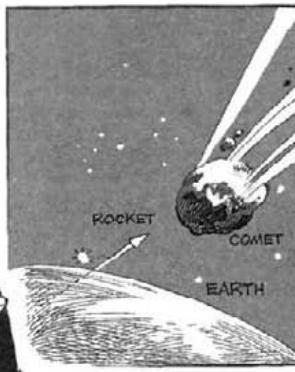
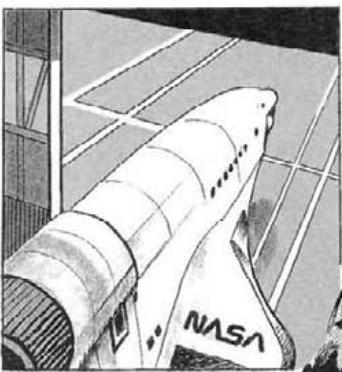
Astounding, just astounding! This story about a comet that's gonna destroy us all?

No, that we finally elected a black President!

Big deal! They made him President of a nation that's about to be wiped off the planet!

This is the Meshugginer Space Shuttle, a joint project between Russia and America! America provided the \$5 trillion to build it — the Russians provided some neat T-shirts that say: "My father went to the comet and all I got was this lousy T-shirt!" The Shuttle is carrying nuclear warheads which will be used to blow the Beadyman/Wolfman Comet to bits in the hopes of saving the Earth!

I wish I could be around for the launch, but the First Lady and I have non-refundable tickets for a tour of the Himalayan Mountains! But thanks to modern miracles like cell phones, I WILL BE in touch!

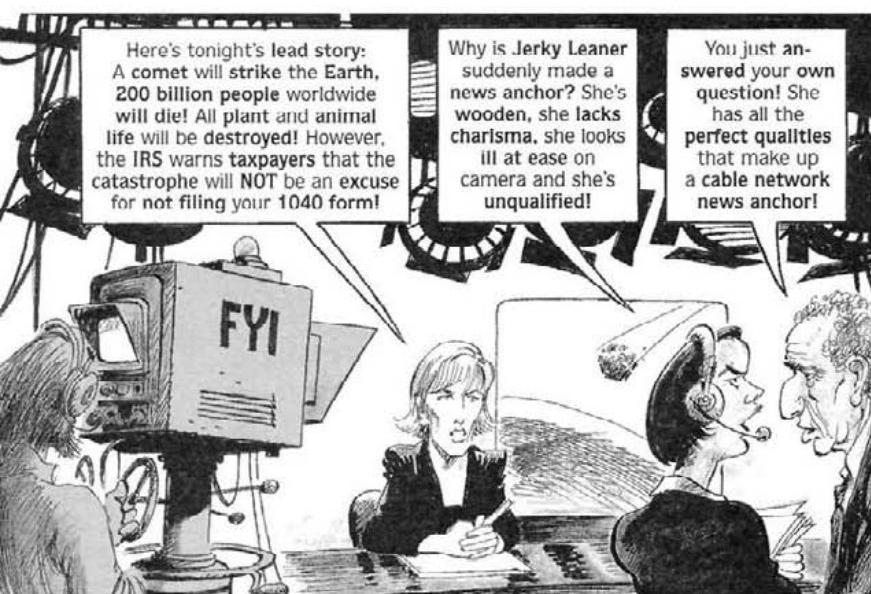


Here's tonight's lead story: A comet will strike the Earth, 200 billion people worldwide will die! All plant and animal life will be destroyed! However, the IRS warns taxpayers that the catastrophe will NOT be an excuse for not filing your 1040 form!

Why is Jerky Leaner suddenly made a news anchor? She's wooden, she lacks charisma, she looks ill at ease on camera and she's unqualified!

You just answered your own question! She has all the perfect qualities that make up a cable network news anchor!

We now go live to the cameras inside the Meshugginer Space Shuttle!



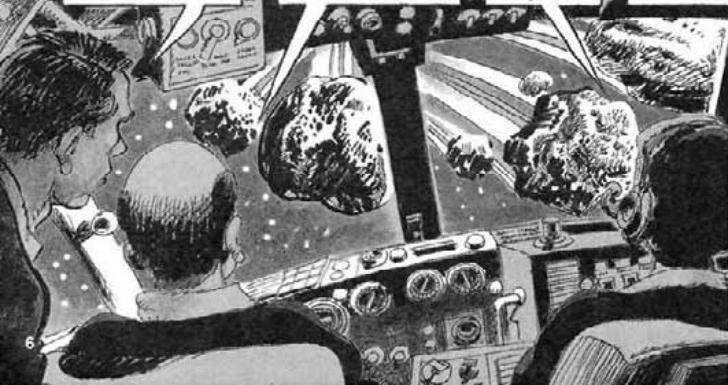
Why are we flying directly behind the comet? If we moved to the right or left of it, we wouldn't be pelted with all this debris!

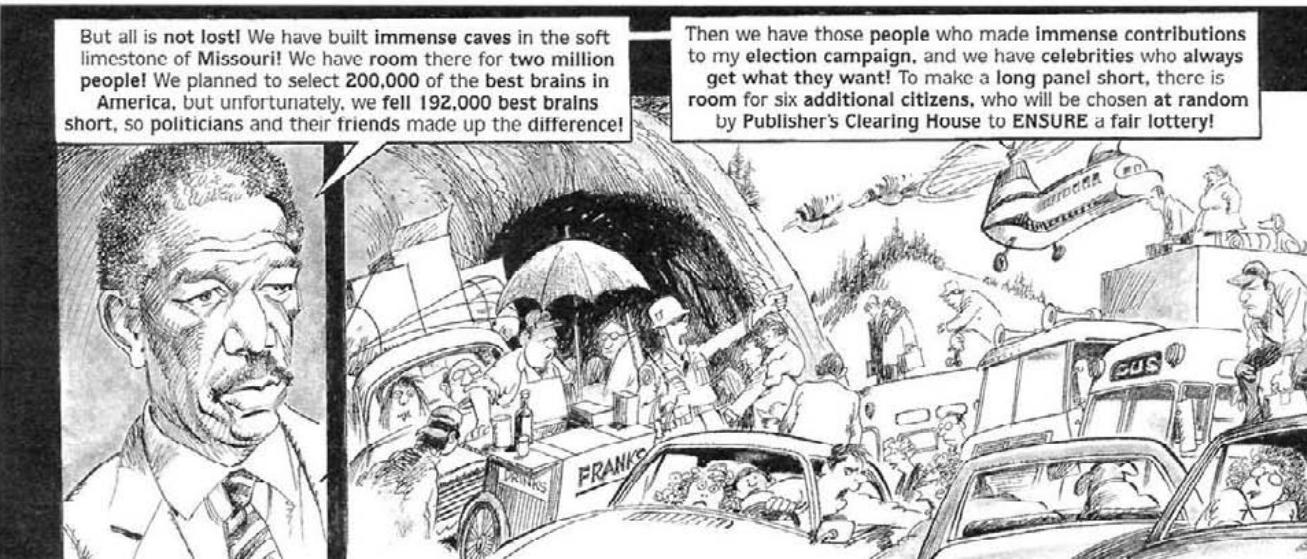
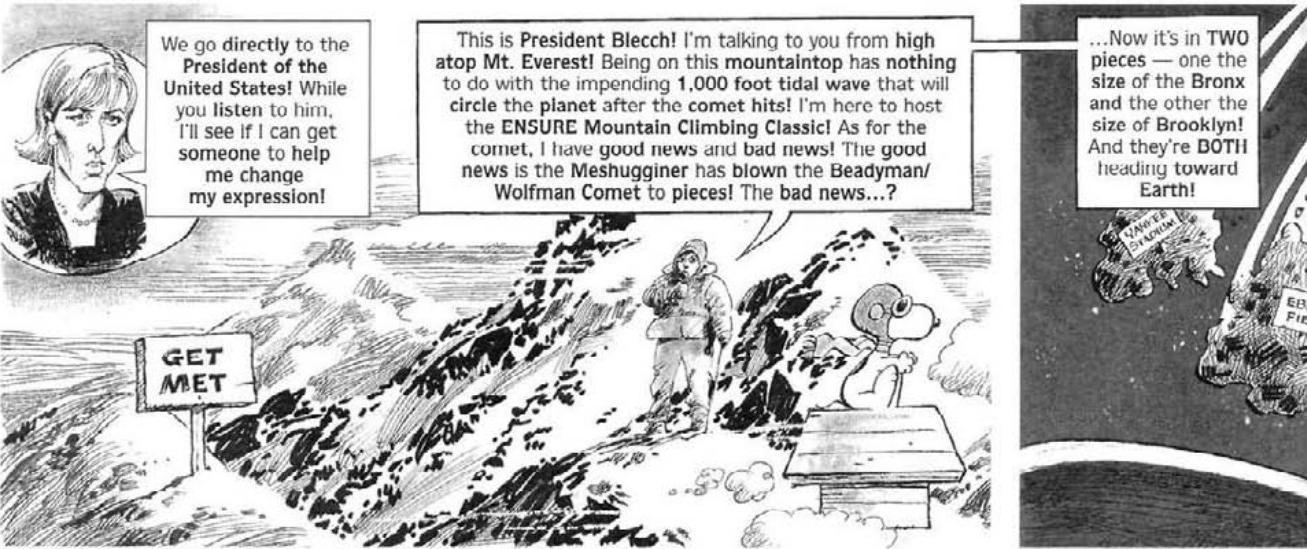
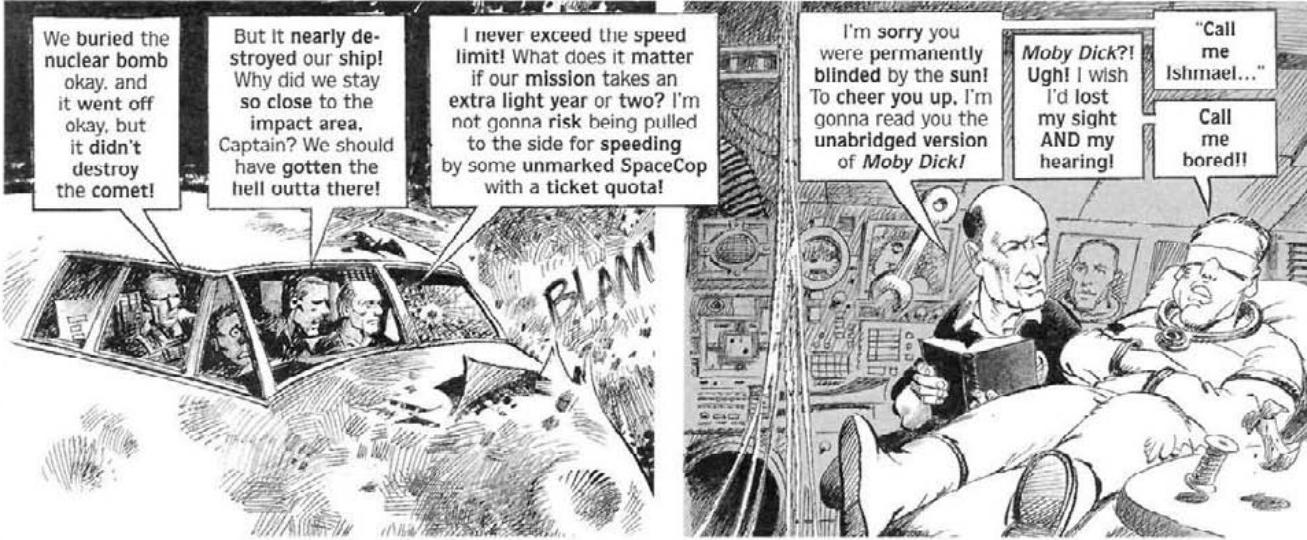
We can't move to the right or left because this is a brand new Space Shuttle, and quite frankly, I don't know where the turn signal is!

There are no turn signals on a Space Shuttle, Captain!

Okay, then someone open the window and put their hand out! Signal that we're going right! I've flown 100 million miles without a moving violation and I don't want one now!

Your mission, men: Drill a hole in the comet and plant the bomb! But remember, you must do it before dawn, because the sun will bake this comet! But don't worry, NASA's new tanning cream has a sun protection factor of 4 billion! It'll protect you for five seconds before you fry like a strip of bacon!





I've been selected to get into the safe ark cave! If we get married right now, Sorrow, they'll automatically include you as my wife!

But I'm only 15 years old!

I'm 15 too! Together, we're 30! It's great!

But you two are too young to sleep together!

Then it's perfect! After marriage, there's usually no sex!

My new bride Sorrow wouldn't get on this bus without her whole family! I left without her, but I've changed my mind! I have to go back to get her!

Wow! Your commitment to your wife is that strong already?

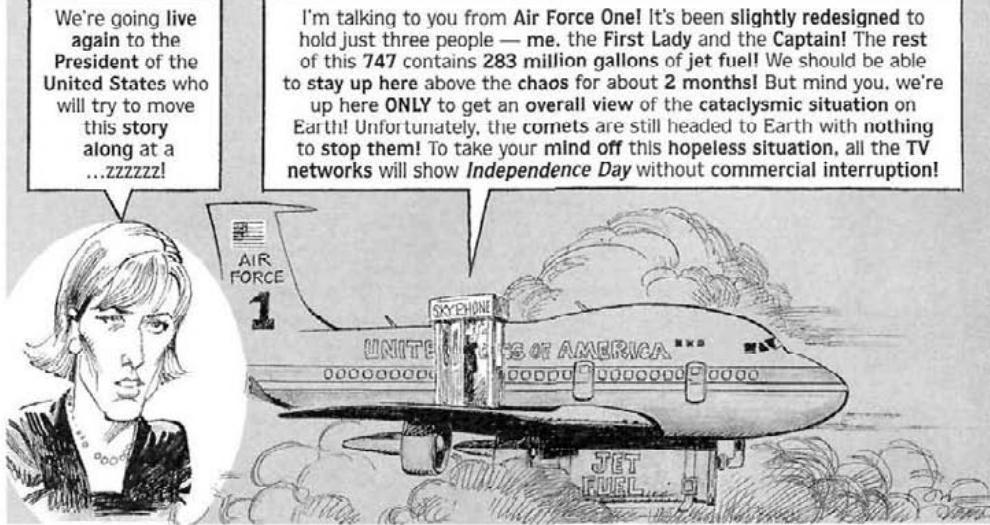
No, but my commitment to being like Leonardo DiCaprio and going back to save Kate Winslet in *Titanic* is that strong!



Hmph! Beadyman isn't the only one who can cash in on *Titanic*! I'll put on expensive jewelry like Gloria Stuart did in that flick! It jump started her dead career, maybe it can help mine! God knows my political positions haven't helped much!

We're going live again to the President of the United States who will try to move this story along at a ...zzzzzz!

I'm talking to you from Air Force One! It's been slightly redesigned to hold just three people — me, the First Lady and the Captain! The rest of this 747 contains 283 million gallons of jet fuel! We should be able to stay up here above the chaos for about 2 months! But mind you, we're up here ONLY to get an overall view of the cataclysmic situation on Earth! Unfortunately, the comets are still headed to Earth with nothing to stop them! To take your mind off this hopeless situation, all the TV networks will show *Independence Day* without commercial interruption!



They're taking people to higher ground in the mountains! Go ahead, you and the baby take my seat!

Thanks! Now I'm sorry I didn't support your career more! But if we all survive, I'll do my best to get you a promotion! How'd you like to do the weather?

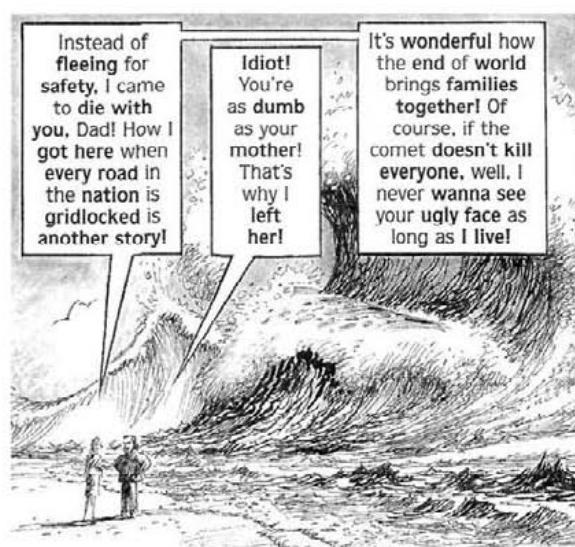
Giving up your seat was a brave thing to do!

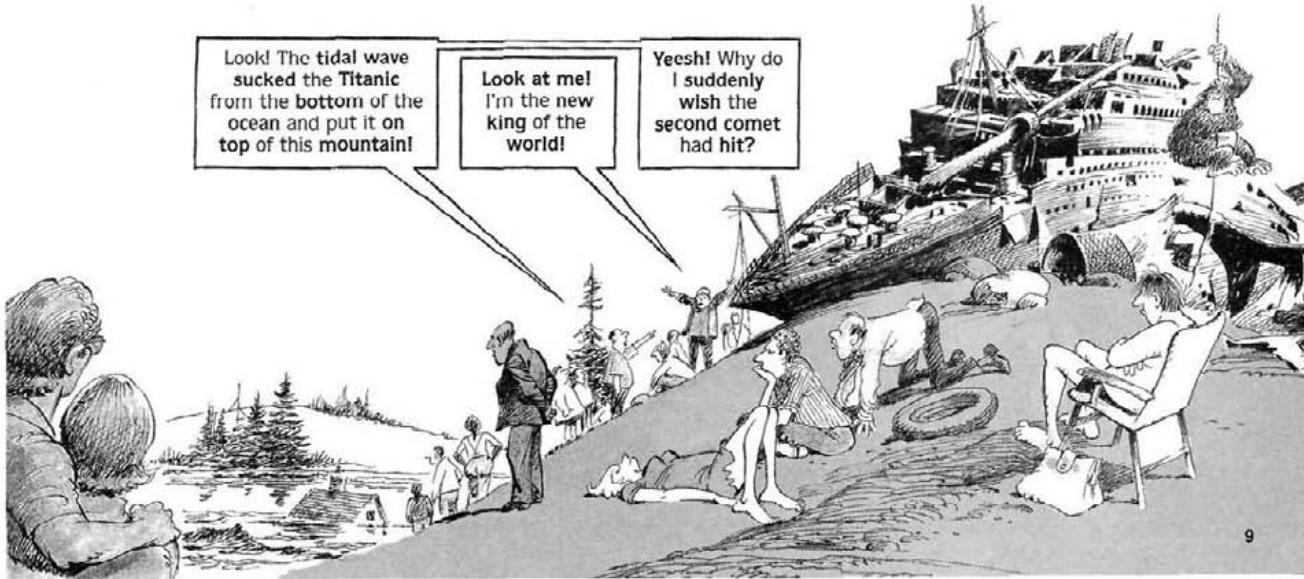
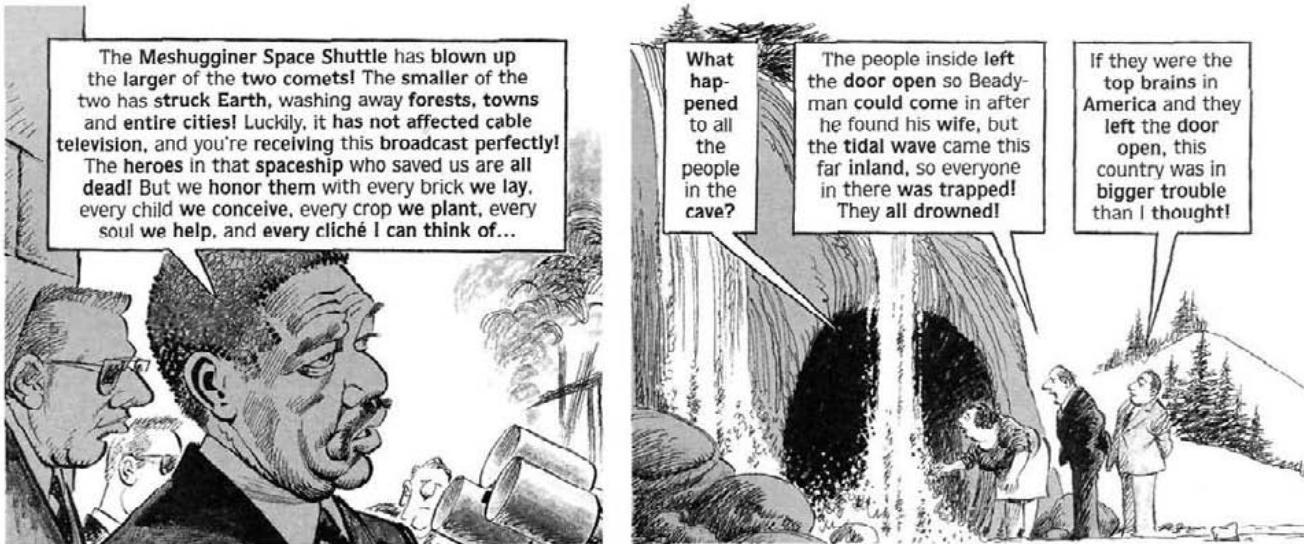
Brave, but not stupid! I may have let her have my seat, but I'M still getting the frequent flier mileage!

Instead of fleeing for safety, I came to die with you, Dad! How I got here when every road in the nation is gridlocked is another story!

Idiot! You're as dumb as your mother! That's why I left her!

It's wonderful how the end of world brings families together! Of course, if the comet doesn't kill everyone, well, I never wanna see your ugly face as long as I live!

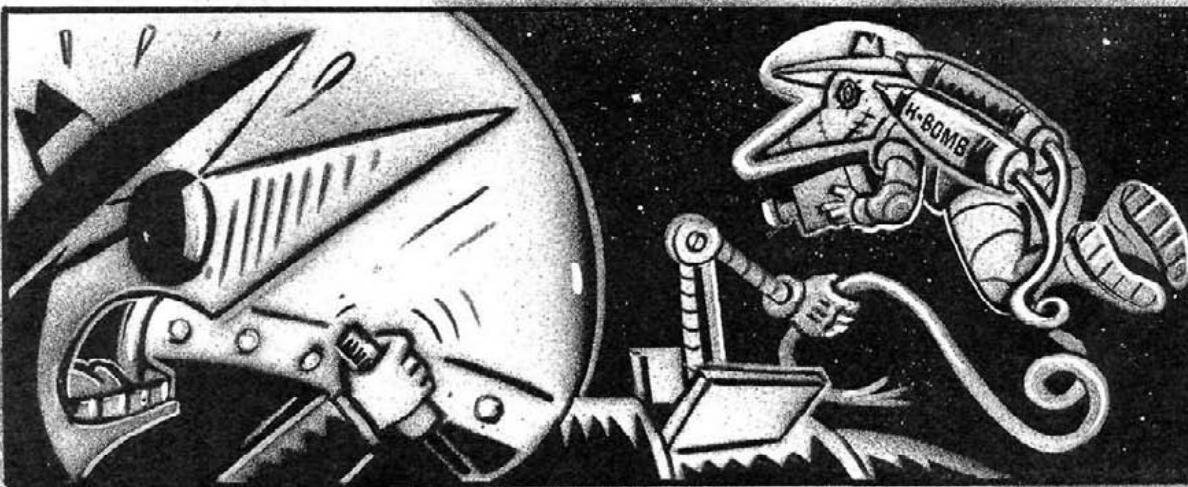
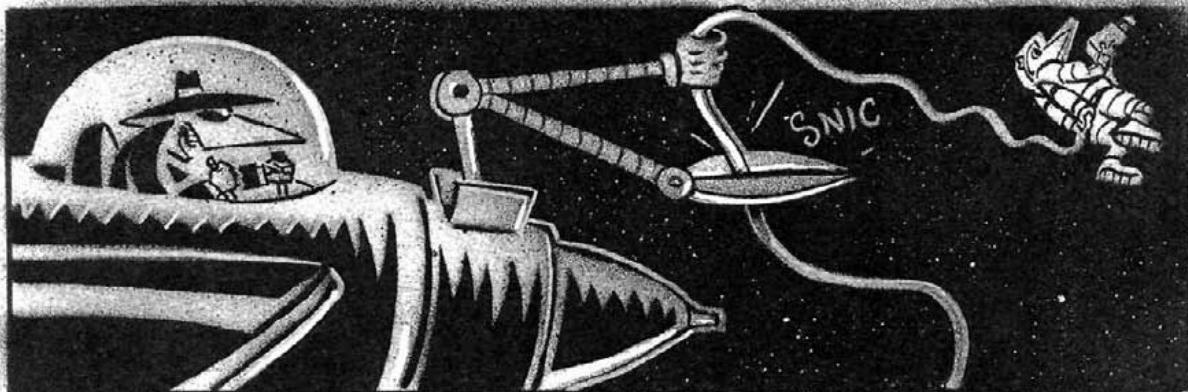


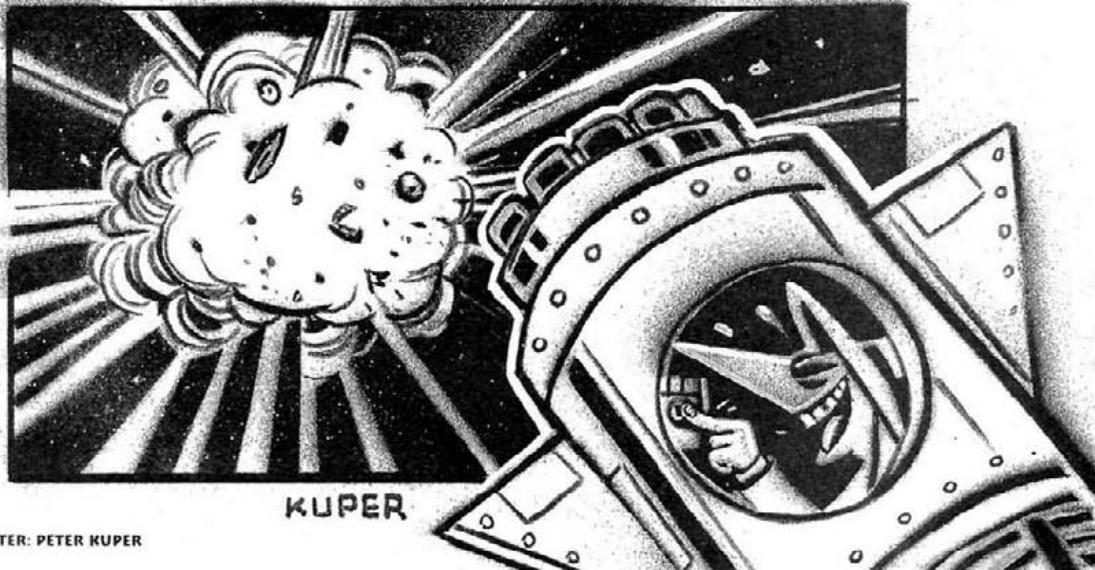
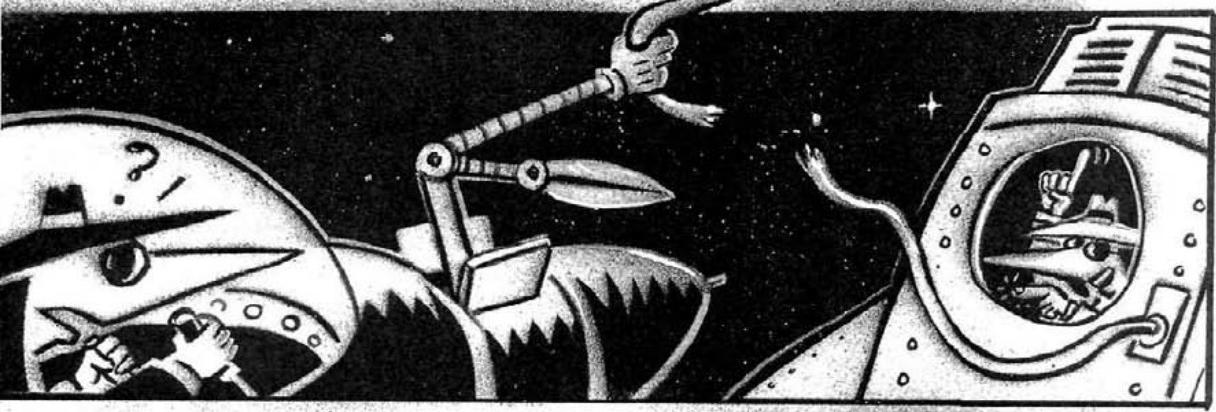
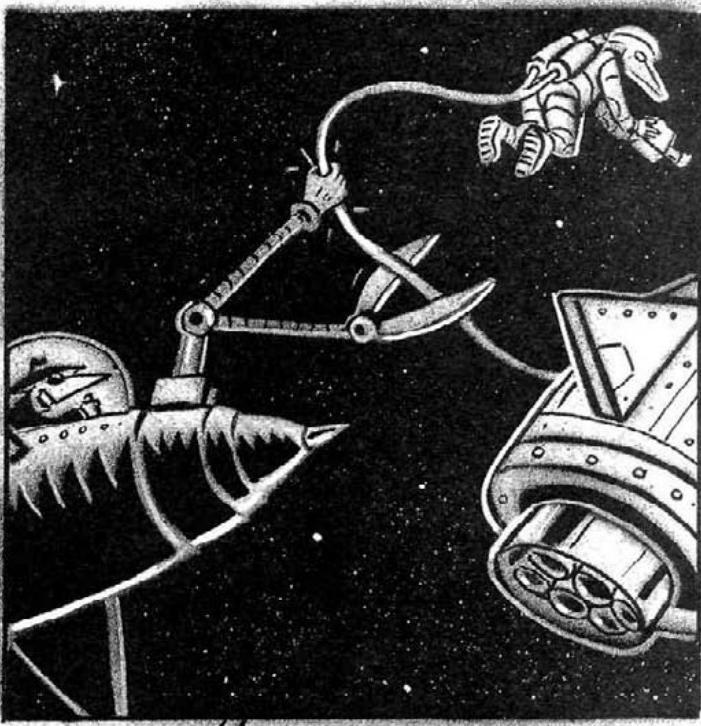
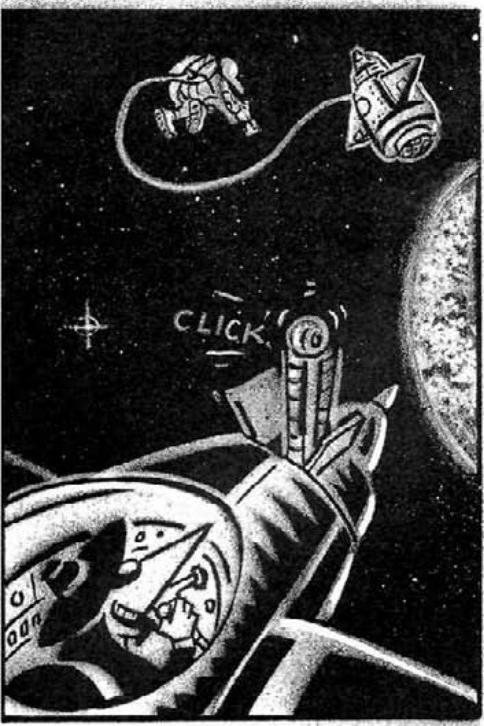




JOKE AND DAGGER DEPT.

SPY V5 SPY





KUPER

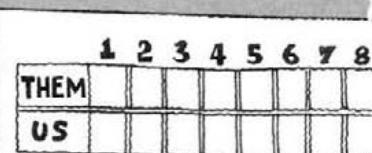
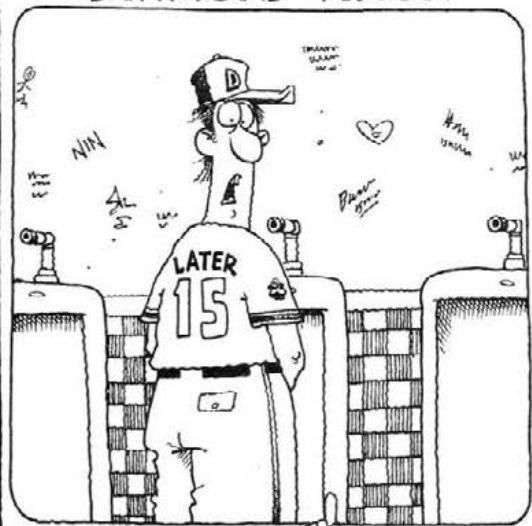


Well, another season is winding down and baseball's popularity continues to wane. Expanded teams, inflated salaries and the snail-like pace of the game have transformed the National Pastime into the National Naptme! Can the trend be reversed? It won't be easy, but as Yogi Berra once said to a fat lady with a backup band, "It ain't over 'til it's over!" What the game needs is more drama! What the game needs is...

MAD'S Blueprint for

BOOSTING BASEBALL'S POPULARITY

DIAMOND VISION



ARTIST AND WRITER: JOHN CALDWELL

Push the giant "Diamond Vision" envelope

WHAT AM I
THINKING OF?!?!
HE WAS OUT BY
A MILE.....IN FACT,
MAYBE THAT SHOULD
COUNT AS TWO
OUTS!!! OKAY?!?!

GRRRRRRRRR....



Make boring, time-consuming quarrels a thing of the past by firing the current crop of umpires and replacing them with recently laid-off disgruntled postal workers

THE UMP HAS CALLED FOR THE INFIELD CUP RULE AND LOPEZ IS HOPING THIS "CAN O' CORN" COMES DOWN WITHOUT BREAKING THE EGGS....



Replace the Infield Fly Rule with the more physically demanding (and risky) "Infield Cup Rule"

SEC. 301-302



Begin a new
Spring Training
ritual — the
Running of the
Bullpen



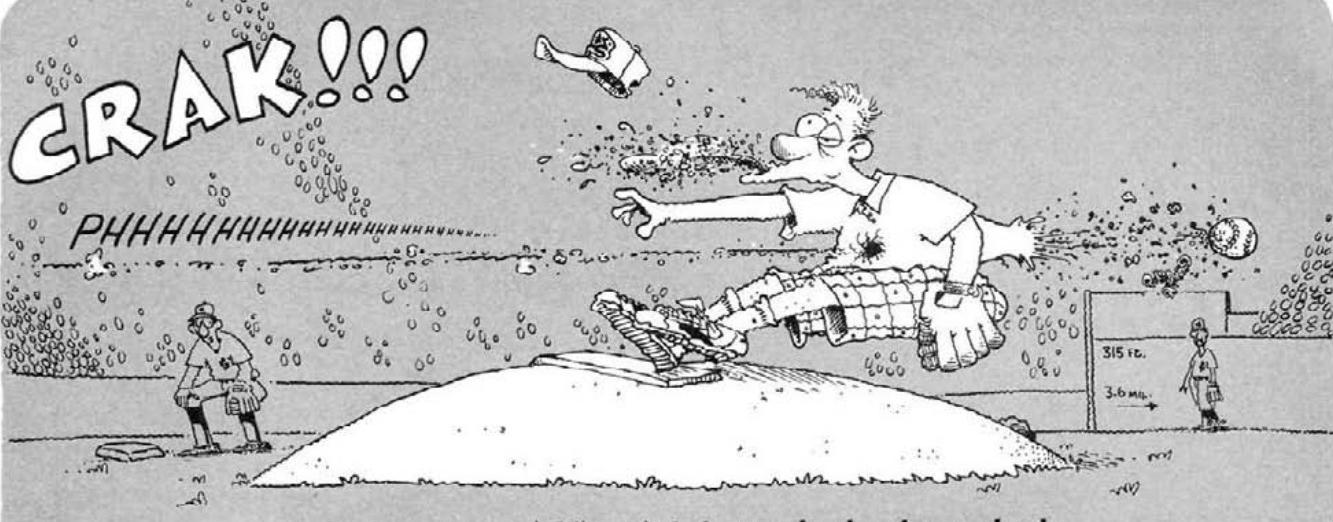
Encourage fan interaction with special giveaway promotions like Voodoo Doll Night



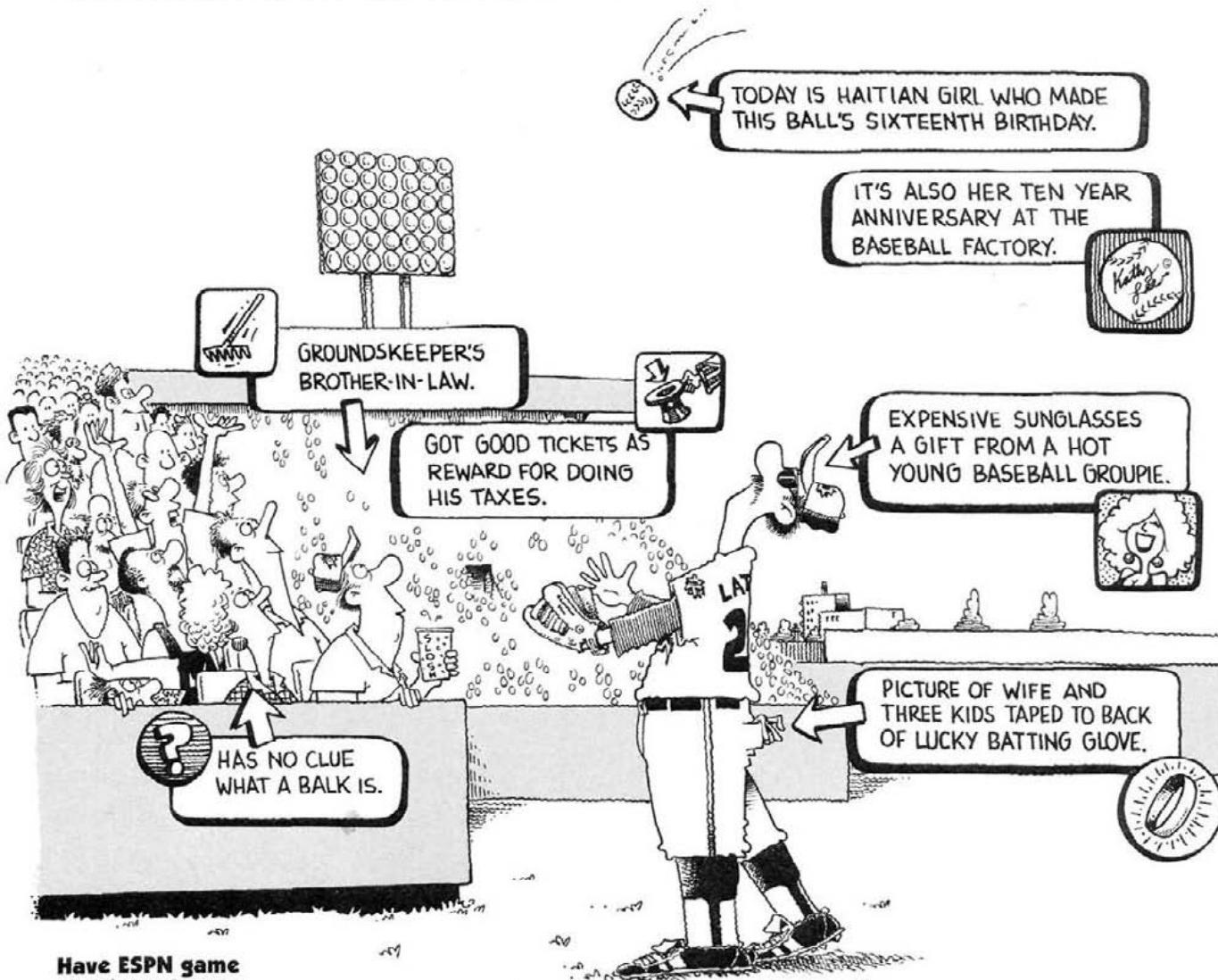
Maintain viewer interest with
"Rain Delay Wet T-Shirt Contests"



Hire the first combination Manager/Mascot



Instead of the ceremonial first pitch, have a drunken fan randomly selected in the late innings toss out the game's 150th pitch



**Have ESPN game
highlights feature
Pop-up "Pop Up Videos"**



Each year, millions of high school juniors and seniors bust their butts studying for and taking the SAT (Scholastic Aptitude Test) or the ACT (American College Test). Our question is: WHY!!!! Most of them are going to wind up slinging McNuggets or scooping Mocha Rainforest Crunch! What they should be taking is something like MAD's new scientifically-designed...

432

- 14721

MWJATS

MINIMUM WAGE JOB APTITUDE TEST

1. Which phrase below are you LEAST likely to ever use working the overnight shift at 7-Eleven:

- a) "Here's the money — just don't shoot!"
- b) "No, I DON'T know which cough syrup has the most alcohol in it!"
- c) "Whoa, dude! Why don't you BUY the Hustler and do that at HOME?!!"
- d) "Hey!!! Quit bleeding all over my floor!"
- e) "Sure, we accept American Express Platinum cards!"

ANSWER: a b c d e



2. The McDonald's Manager who just hired you tells you that your starting salary of \$5.15 per hour will be increased by 10% after 6 months on the job. What is the probability that he'll find some reason to fire your ass after 5 months and 3 weeks?

- a) Absolute certainty
- b) 100% certainty
- c) complete certainty
- d) 100% absolute complete certainty

ANSWER: a b c d

3. For whom is the sign in this illustration intended?

- a) The Health Inspector
- b) The restaurant owner's "clean freak" wife
- c) Squeamish customers
- d) Attorneys representing food-poisoning victims

ANSWER: a b c d



4. As a valet parking attendant, which of the following should you NEVER do:

- a) Promise the customer you'll "take special care" of his car — and then DO it
- b) Roll down the car's windows before "firing up a doobie" inside
- c) Return the car's radio to the same station and volume as you found it
- d) All of the above

ANSWER: a b c d

5. A customer comes in to your video store and asks you to recommend "something light and funny, in a Jim Carrey sort of way." You should respond by:

- a) Grunting
- b) Groaning
- c) Rolling your eyes
- d) Giving them a copy of *Reservoir Dogs* (that masterpiece of ultra-violent neo-noir film-making by genius director Quentin Tarantino) and saying, "This is just what you need!"
- e) All of the above

ANSWER: a b c d e



[Handwritten notes at the top of the page]

6. As a pizza delivery person, which of the following should you NEVER do:

- a) Be careful about keeping the pizza boxes right-side up
- b) Carry change of a twenty
- c) Ring the doorbell fewer than 15 times in 10 seconds
- d) Obey posted traffic and speed limit signs
- e) All of the above

ANSWER: a b c d e



7. As a Dairy Queen worker, which of the following should you NEVER do:

- a) Fill a cone with ice cream all the way from the bottom
- b) Tell a customer what the "milk" shakes are REALLY made out of
- c) Throw out the chocolate dip when something disgusting falls into it
- d) Be generous with the chocolate and sprinkles
- e) All of the above

ANSWER: a b c d e

8. Near the end of your shift at Taco Bell, you suspect that the ground beef has gone bad. What should you do?

- a) Nothing. Let the NEXT shift worry about it
- b) Dump in lots and lots of hot sauce to kill the taste and smell
- c) Start making ALL of the "Beef" Tacos out of beans, instead of only the usual 1/2 of 'em
- d) Do your hilarious impression of the "Yo quiero" chihuahua from the Taco Bell Commercials, so customers think they're doubled over with laughter instead of intestinal cramps

ANSWER: a b c d



9. Complete the following sentence: "The Customer is always _____"

- a) there, bothering you
- b) out to get you fired over the silliest little things, like sneezing in their fries
- c) demanding stuff
- d) unable to see what you're doing to their food behind the grill (heh-heh)

ANSWER: a b c d

10. Jason forgets to roll up a car's window before sending it through the automated car wash, resulting in the interior getting completely soaked. What should Jason do?

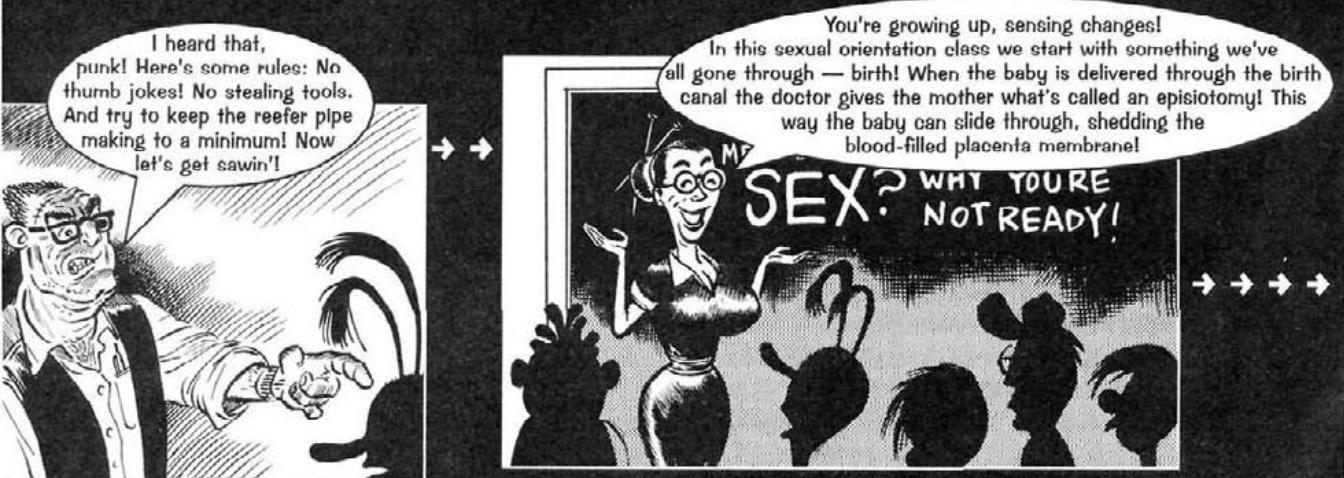
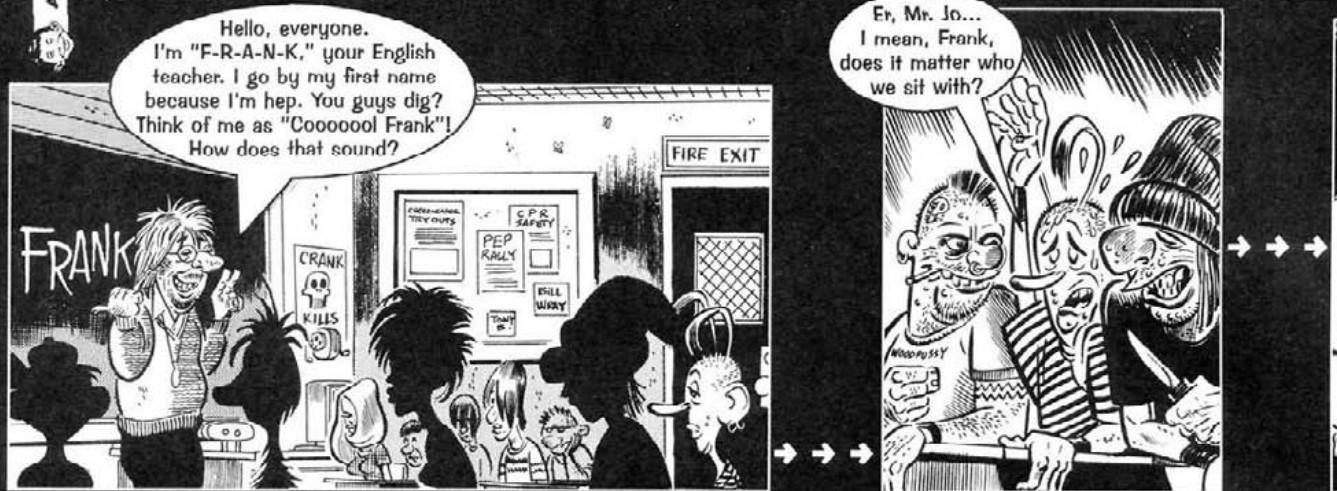
- a) Shrug and ask, "What water?!"
- b) Blame it on a "crack in the window" (after cracking the window himself)
- c) Blame it on the new guy who doesn't speak English
- d) File an Equal Employment Opportunity Commission complaint when the boss yells at him about it

ANSWER: a b c d



MONROE & CO.

As summer comes to a close, one thing is as certain as the irreparable damage the



BACK-TO-SCHOOL

sun has done to your skin...and far more painful. Ring the bell - school's in session!







PROS & CONDUCT DEPT.

Like the old saying goes, fashions come and fashions go, even in the world of sports! (No, no, we're not talking about uniform styles and players' hair-length, although everyone thanks God that the NBA retired that goofy "1979 Dr. J look"!) Believe it or not, it was once considered stylish for athletes and spectators to act civil and treat each other with respect! Of course, nowadays, showing up at a sporting event "wearing" such an outdated and hopelessly retro attitude will get you laughed out of the stadium! So, to save you from public ridicule and embarrassment, let's look at...

THE OLD SPORTSMANSHIP

versus

THE NEW SPORTSMANSHIP

THE OLD SPORTSMANSHIP



Not hitting below the belt

THE OLD SPORTSMANSHIP



Telling the winner congratulations

THE NEW SPORTSMANSHIP



Not swallowing your opponent's ear after biting it off

THE NEW SPORTSMANSHIP



Telling the hitman only to maim your rival, not to kill her

THE OLD SPORTSMANSHIP



Avoiding the cameraman when diving out of bounds

THE NEW SPORTSMANSHIP



Avoiding the cameraman's testicles when you kick him just for being there

THE OLD SPORTSMANSHIP



Filing an official complaint with the league office over a bad umpire's call

THE OLD SPORTSMANSHIP



Welcoming in talented new players with open arms

THE NEW SPORTSMANSHIP



"Filing" a big wet loogie directly in the ump's face from two feet away

THE NEW SPORTSMANSHIP



Welcoming in talented new players with offensive jokes involving their ethnic background

THE OLD SPORTSMANSHIP



Giving the fans a tip of the hat

THE OLD SPORTSMANSHIP



Holding your head high when you win a silver or a bronze medal instead of a gold

THE NEW SPORTSMANSHIP



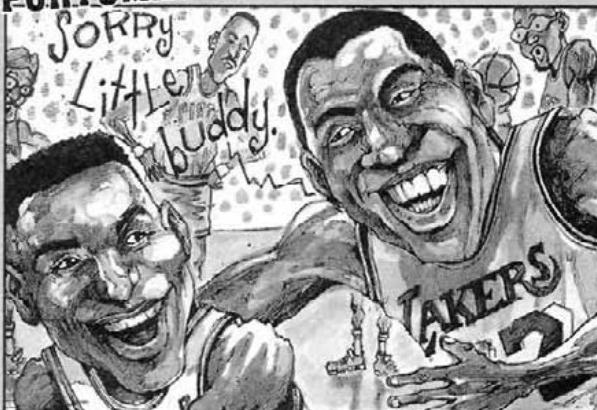
Giving the fans a flip of the bird

THE NEW SPORTSMANSHIP



Holding your hand over the official team outfitter's logo because they don't make the brand you endorse

THE OLD SPORTSMANSHIP



Apologizing after tripping another player by accident

THE NEW SPORTSMANSHIP



Apologizing after choking your own coach on purpose



WHEN THE QUIT HITS THE FAN DEPT.

Recently Geri Halliwell announced her resignation from the Pre-Fab Five, the Spice her former bandmates, Baby Spice, Scary Spice, Posh Spice and Sporty Spice! (C BBC-TV, Billboard, MTV, Rolling Stone, Spin, American Movie Classics, the WB, Cat Far

Ginger Spice's

23P
**POSTAGE
DUE**

PLACE
STAMP
HERE

Magazine
Broadway
'cuz it's



From the Desk of **GINGER SPICE**

Dear Posh, Sporty, Baby and Scary:

This has been a very difficult decision for me to make. But after all, I am a Spice Girl. "Paper or plastic" is also a very, very difficult decision for me to make. And let's not get into all those different peanut butter textures. Anyway, this letter is about a different decision I have made. It's a decision that I decided only after much decision. Oh, yeah, now I remember.

It is with melancholy, chagrin, compunction and other words I don't quite understand that I must announce that I am leaving the Spice Girls. I have made this decision after careful thought, and after helpful advice from my group of career advisers: Shelley Long, Andrew Ridgely, David Lee Roth, Joe Piscopo, Shannen Doherty, David Caruso, Suzanne Somers, Lisa Bonet, and about thirty-five Menudos.

I have learned much during my time as a Spice Girl: I have learned that breast implants and size-6 bustiers don't mix. I have learned that no matter how many stupid faces you make, don't worry, it doesn't stay that way. I have learned that you can make twice as much money by having weepy eight-year-old girls as fans, because their moms have to buy concert tickets too. I have learned that it's harder to do a 90-minute movie about running down hallways and picking your nose than I originally thought it would be.

The only thing I did not learn is what the hell a "zig-ga-zig-ha" is.

I have also been informed that "Ginger Spice" is a registered trademark, and that I must give up the name when I quit the organization. But I know my fans will stick with me under my exciting new solo nickname, "Welfare Cheese Spice."

(continued on next page)



Girls! But Geri was a classy Spice to the very end, sending a personal, private farewell to copies of this personal, private farewell were faxed to the Associated Press, Reuters, CNN, cy, the Pennysavers, the Keebler Cookie Company and, through some fluke, us.) Here's...

Farewell Letter



But if I learned one thing most of all, it is this: Being a Spice Girl is all about being yourself. Being a Spice Girl is all about standing on your own two vinyl high heels. And only by spending every day since 1995 standing in between four other women who finish my sentences for me, and only by getting to sing one-fifth of the lyrics and only by having one of the five "Spice" names instead of my own.... yes, only then did I learn what it is to be a true individual.

Yes, it's just like the words we lip-synched so often: "Friendship never ends." And I'm sure you four girls will soon get a brand new Spicy Friend by placing another ad in the newspaper classifieds. Hey, that's the same way we all became friends for life. I know that we girls will always be friends. And I know it's just a coincidence that all four of you got new unlisted phone numbers yesterday.

How does "Back to Porno Spice" sound?

To all my critics who say that inside of six months, I'll be wearing a paper hat and saying, "Do you want fries with that?" you are so jealous, and so wrong. Don't you know that in England, fries are called "chips"?

Maybe I should go with "Blood Bank Spice"?

Whatever happens, though, one thing is certain: the Spice Girls will never be the same. The songs will all continue to be the same, of course, but we won't. This truly is a watershed event in music history. It's like the end of the Beatles...if every Beatle had been Ringo.

Love and Piercings,

Geri

Homeless Spice

MAD POP OFF VIDEO



A look into Marcy Playground's future, just as soon as MTV and radio stop playing this song.

MARCY PLAYGROUND "SEX & CANDY"

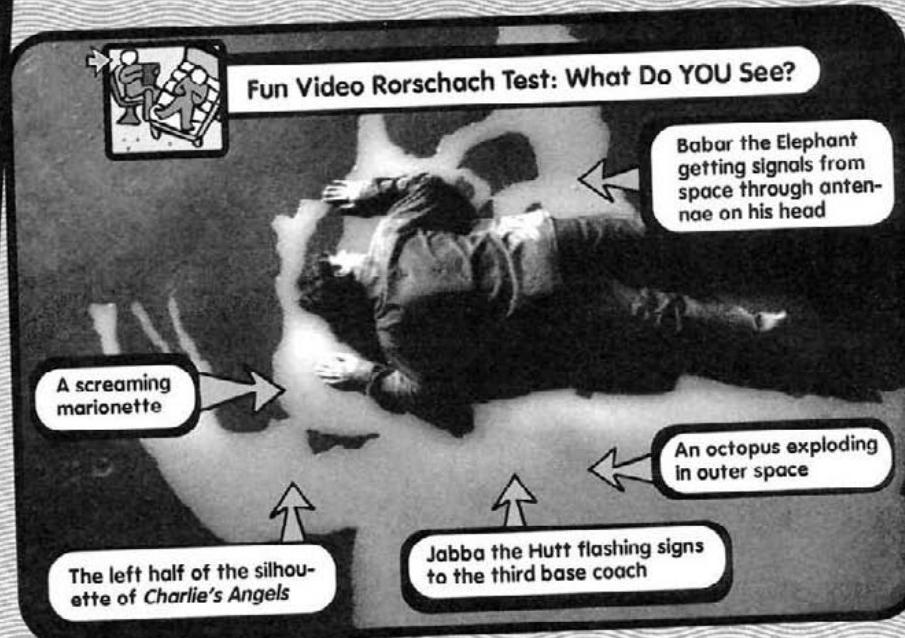


Lead singer Michael Adler says he actually thinks "Sex & Candy" is the weakest song on their album, "Headful of Happy." He prefers the tracks, "Be All!" or "Never Wanted a Friendly Face," which showcase more of the band's reggae roots.

Admit it, you so-called "Marcy Playground fans," you had NO idea we just made every bit of that up.



Actually, this tarantula is among the *least* creepy forms of life Marcy Playground will encounter in the music business.



Fun Video Rorschach Test: What Do YOU See?

Babar the Elephant getting signals from space through antennae on his head

A screaming marionette

An octopus exploding in outer space

The left half of the silhouette of Charlie's Angels

Jabba the Hutt flashing signs to the third base coach

THE LIGHTER SIDE OF...



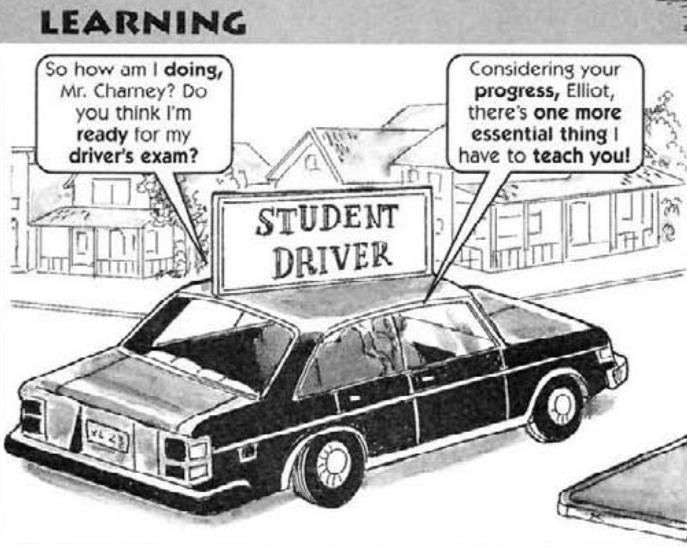
PARTIES



ARTIST AND WRITER: DAVE BERG



LEARNING



JUSTICE

Your Honor, I ask you to consider my client's background! He comes from a very hostile environment!

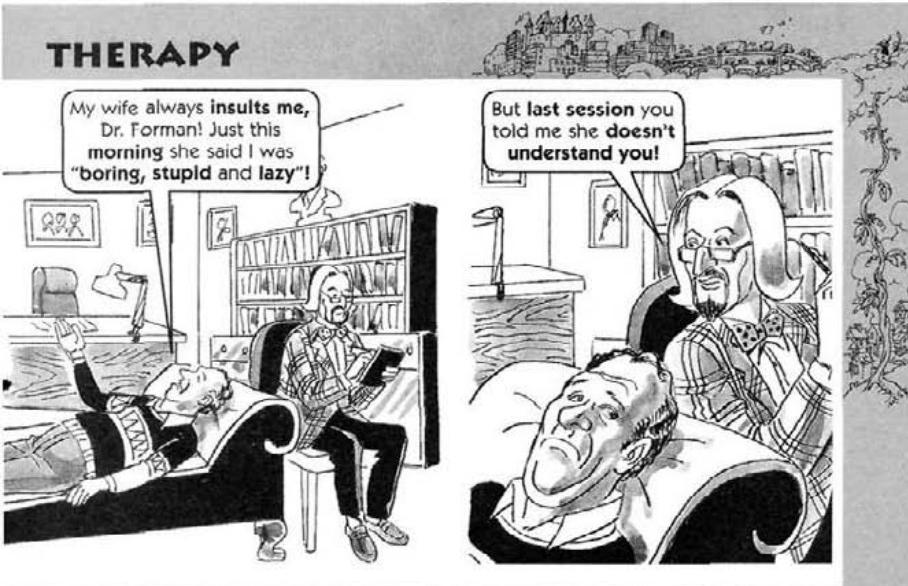
Good! Then he'll feel right at home where I'm sending him!



SPORTS



THERAPY



FASHION



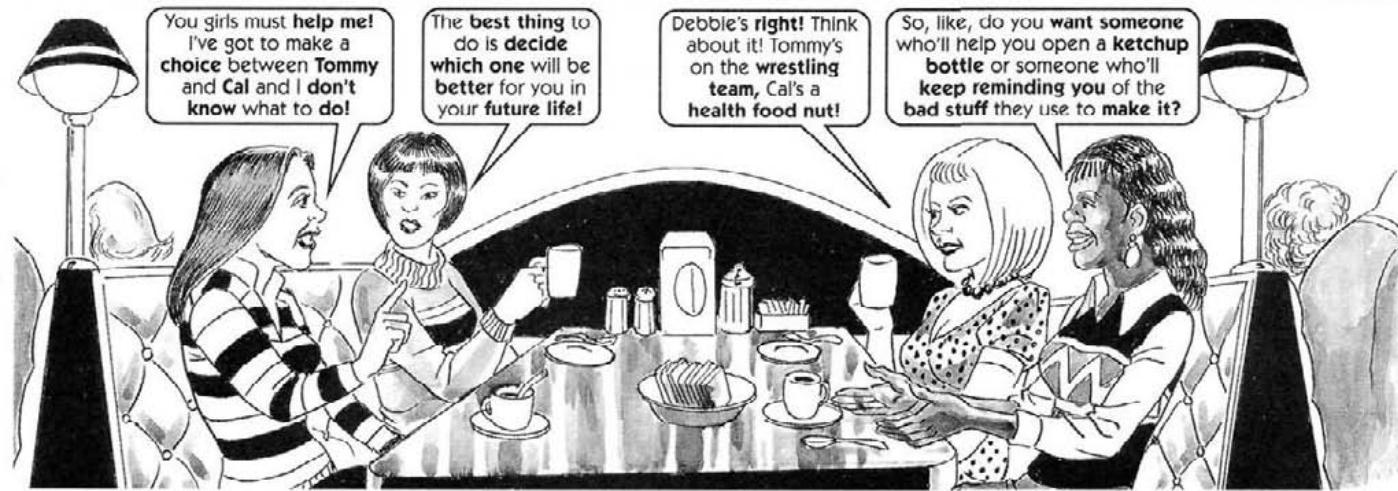
SAFEGUARDS



HUMOR



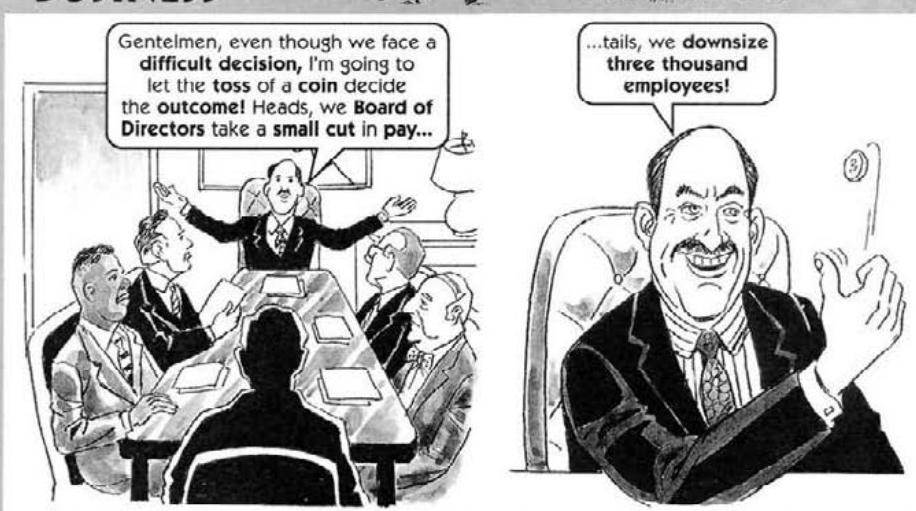
RELATIONSHIPS



FOOD



BUSINESS



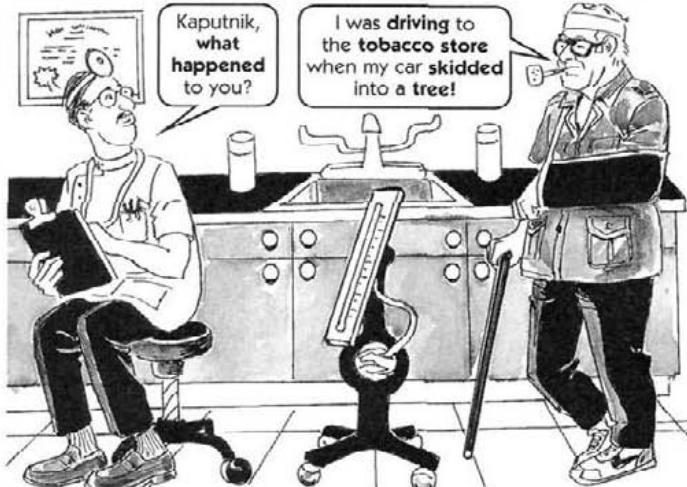
THE OFFICE



PHILOSOPHY



DOCTORS



When we think of summer camp we think of swimming in lakes, hikes through the woods and food fights in the dinner tent. However, with these two boneheads involved, summer camp takes on a whole new meaning! Here's...



Melvin & Jenkins' GUIDE TO SUMMER CAMP

Jenkins

Jenkins shows the other campers how to start a campfire using just some underbrush and two dry sticks.

Melvin

Melvin creates a real blaze using nothing but a lighter, the unpopular kid's mattress and all his clothes.



Jenkins

Jenkins learns that while being on one's own is important for self-development, returning to one's family at summer's end is equally rewarding.

Melvin

Melvin learns, far too late, that poison oak is no substitute for Charmin.



Jenkins

Jenkins helps campers develop many useful woodworking skills over the course of eight weeks.



Melvin

Melvin and his troop, each wielding a power drill, are caught employing those same skills on the roof of the girls' shower.



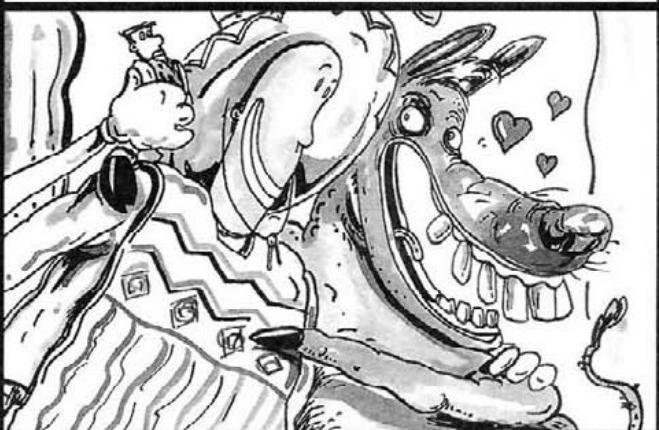
Jenkins

Jenkins learns to travel with a compass, and makes it back to the campsite by using the stars as a map.



Melvin

Melvin trades his compass for a rubber Fred Flintstone figurine, and ends up in Tijuana, Mexico starring in an obscene donkey show.



Jenkins

Counselor Jenkins treats each camper as a unique individual, a special person with his own collection of needs, talents, challenges and dreams.



Melvin

Melvin introduces the military concept of "acceptable losses" to the summer camp experience.



Jenkins

Jenkins takes the campers on a nature walk, and shows them how to separate edible fungi from the poisonous ones.



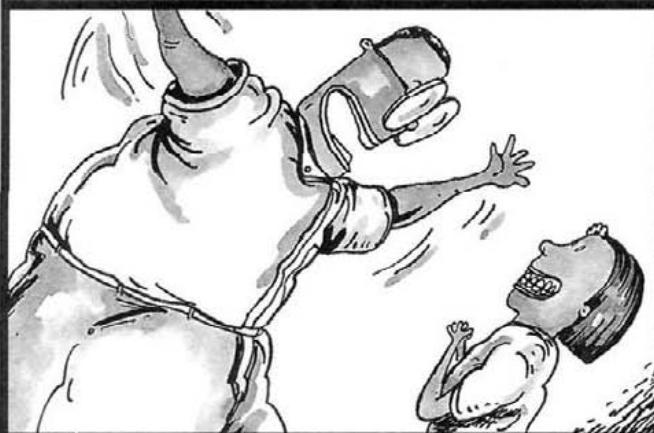
Melvin

Melvin is too lazy to bother with the walk, but lets the kids examine the different fungi between his toes.



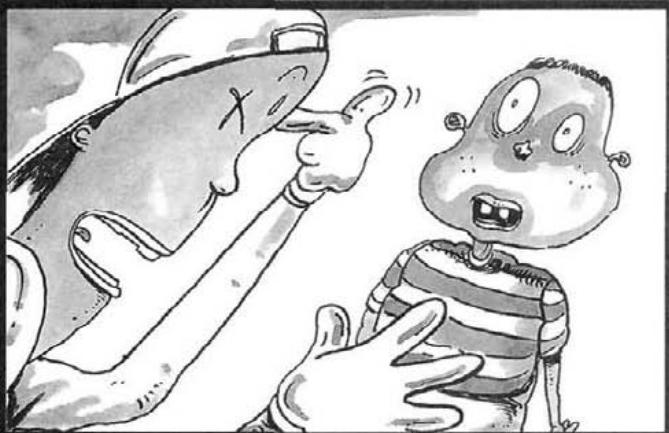
Jenkins

Jenkins finds the kid who didn't get any mail, tells him a funny story and soon has the youngster all smiles again.



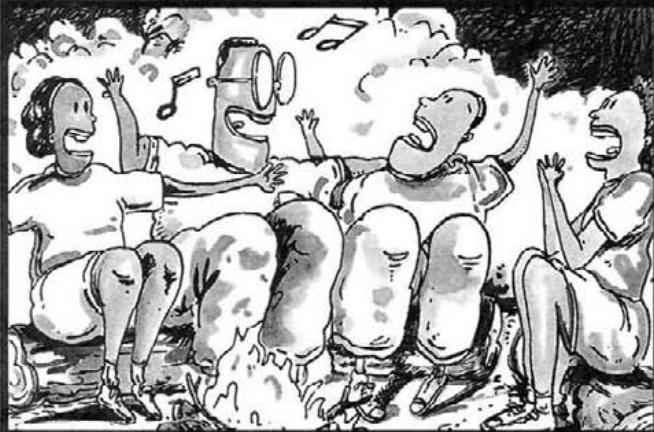
Melvin

Melvin says, "Maybe your parents died."



Jenkins

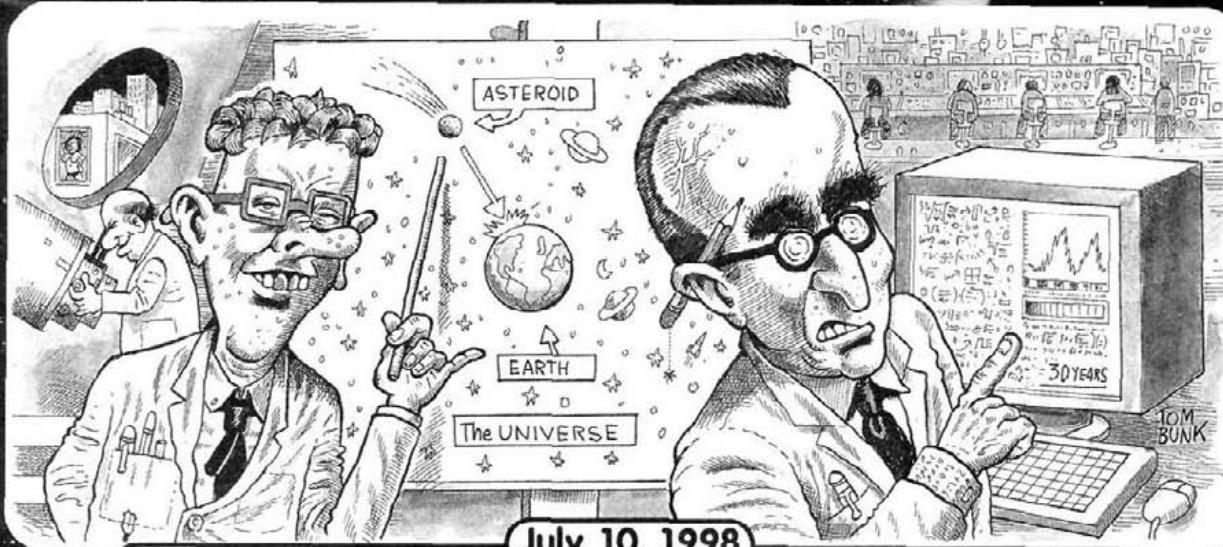
Jenkins gathers everyone around the campfire for a rousing rendition of "Michael Row the Boat Ashore."



Melvin

Melvin's favorite part of the campfire is putting it out.





July 10, 1998

Astronomers announce they have observed a huge asteroid headed this way, and calculate it will collide with Earth in 30 years.



KISS YOUR ASTEROID GOODBYE DEPT.

Ever since it was determined that dinosaurs became extinct because an asteroid collided with Earth 65 million years ago, people have been asking, "Can it happen again? And if it does, will I still have to pay my property tax?" Movies like *Deep Impact* and *Armageddon* have tried to show us what it would be like if we discovered a comet or asteroid headed right for us — stories of bold plans to divert the threat, reassuring leaders, a responsible news media and everyday people performing heroic deeds. But that's the movies! If you want to find out what it would really be like, then read MAD'S....

COUNTDOWN to ARMAGEDDON

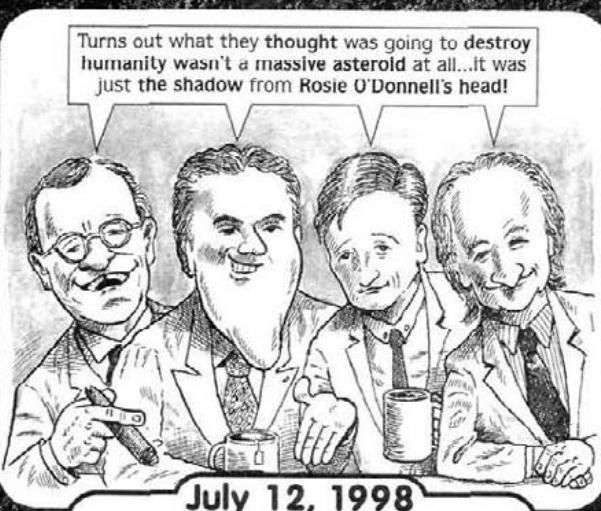


July 10, 1998
Sales of 30-year Treasury Bonds plummet.



July 12, 1998

Red-faced astronomers announce they forgot to carry the five, and now calculate the asteroid will miss Earth by several million miles.



July 12, 1998
Every late night talk show host makes the identical joke.



OCTOBER 3, 2008
Astronomers realize they were right about the asteroid the first time, only now Earth has a mere twenty years left.



NOVEMBER 4, 2011
Las Vegas oddsmakers begin posting odds for the survival of various species.



SEPTEMBER 6, 2016
Last health food store in the world closes.



NOVEMBER 5, 2022

James Cameron is signed to produce a \$1 billion movie based on the impending disaster — if he survives the collision.



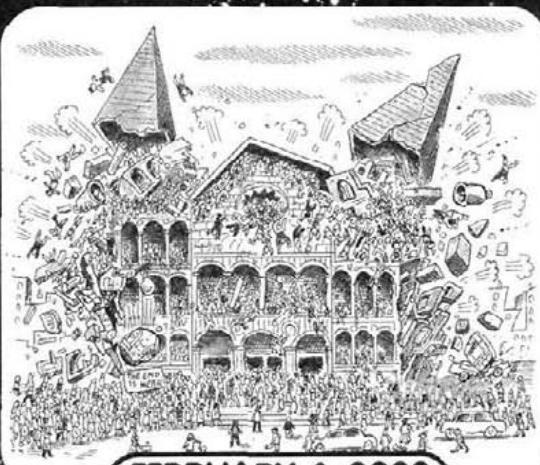
JANUARY 29, 2023

Astronomers announce that previously unavailable technology has enabled them to make a more accurate calculation of when the asteroid will hit...and it's in three weeks.



FEBRUARY 2, 2023

IRS revenues dry up as a record percentage of taxpayers file extensions.



FEBRUARY 4, 2023

Increased attendance at churches, temples and mosques causes many houses of worship to structurally collapse, killing thousands.



FEBRUARY 14, 2023

The asteroid passes Earth, missing it by a million miles. Everyone goes back to their normal lives, embarrassed by their behavior over the past few weeks, but with a renewed passion for life and a sense of brotherhood and civility never before seen. It is truly the dawning of a golden age.

SNEAKERS

NIKES



JANUARY 30, 2023

Nike sales skyrocket as millions of various cult members decide to jump the gun and kill themselves.



FEBRUARY 9, 2023

Nobody gives a #&@%! where they park anymore.



MARCH 3, 2023

A previously undetected comet destroys the Earth.



MIND OVER PLATTER DEPT.

Now, for the first time, you can relive history as it never happened. This new Freakland Mint series of hand-crafted, individually fired porcelain plates will be a treasured addition to the collection of even the most discriminating member of the lunatic fringe. Whether you're a marginally disgruntled American patriot or a bona-fide, gun-toting militia madman, you'll want to collect them all!

You don't have to be an anti-Semite to appreciate this stunning pair of beautifully designed plates — but it helps!

The first plate, titled "Friday Night Poker Game," commemorates the jovial life among the inmates in Nazi Concentration Camps. Remember, the Nazis wouldn't have called their compounds "camps" if their Jewish visitors didn't enjoy them!

The second plate, titled "The Great Fraud," masterfully depicts a group of Jewish photo retouchers doctoring pictures of Nazi Concentration Camps. These devilishly clever artists changed the photos of normal, healthy campers into the fake pictures that made it appear as though the Nazis were unkind to their guests — all part of an elaborate practical joke for the whole world to enjoy!

THE FREAK PROUDLY COMMEMOR of REVISION

The Holocaust Hoax—1945

Special
Two Plate
Set!



Helping Our Indian Brethren —1875

The touching story behind this gorgeously hand-glazed plate is told in the accompanying booklet, which is yours at NO EXTRA CHARGE! To prevent the Indians from freezing to death in the bitterly cold winter, the U.S. Cavalry supplied them with blankets. These brave American soldiers felt it was more important to keep the savages warm and comfortable than it was to tend to the white children suffering from smallpox, from whose hospital beds the blankets were taken.

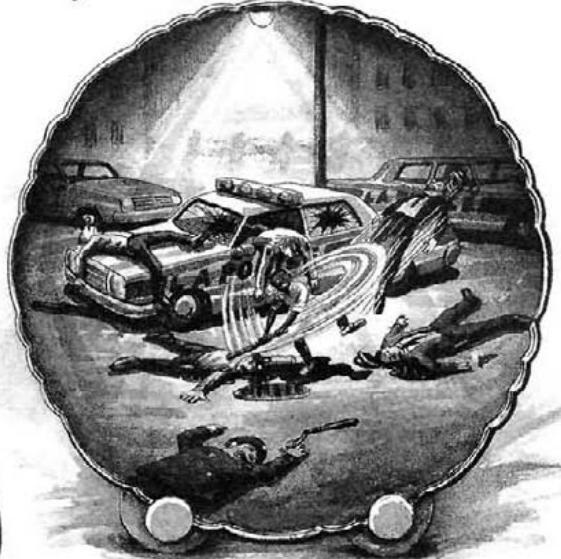
LAND MINT PRESENTS ATIVE PLATES IST HISTORY

*Happy Times On
The Plantation
—1859*

Our most popular plate poignantly celebrates the wonderful life of African immigrants on America's picturesque southern plantations in the 19th Century. Referred to lovingly as "slaves," these treasured farm workers were so enamored with their white "owners" they often had babies with them!



*Rodney King Attacks
Highway Patrolmen—1992*



Here's a surefire conversation piece that's a welcome addition to any collection of revisionist art. This handsome plate was inspired by the suppressed Rodney King video footage (whose very existence is to this day denied by authorities!) which preceded the highly fictionalized, special-effects video seen widely on television. It depicts motorist Rodney King as he brutally attacks a group of innocent L.A. policemen. Created especially for you by one of Simi Valley's finest artisans!

JFK Shoots Himself In Dallas—1963

This remarkable plate sheds startling new light on the so-called assassination that shocked the nation! President John Fitzgerald Kennedy, realizing his plan to turn the United States government over to the Pope was about to be exposed, took the only way out by shooting himself in the head with a pistol. A great gift for lovers of Oliver Stone, Jack Ruby buffs, or any unbalanced conspiracy enthusiast.



Yes, I believe the events of the past should be rewritten to conform to my personal beliefs. I have enclosed a check for \$249 for your complete set of Commemorative Plates. I understand that I will be sent and billed for additional plates as the FREAKLAND Mint continues to reinterpret history to my liking.

NAME _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

MAIL TO:
Freakland Mint
127 Fictional Blvd.
Inaccurate, AL 72134





SERGE-IN GENERAL DEPT.

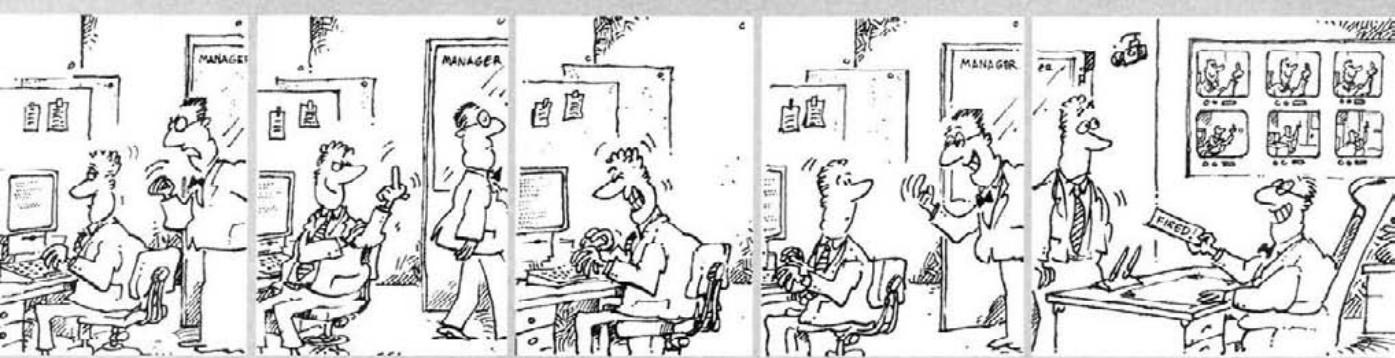
A MAD LOOK A



AT THE BOSS

ARTIST AND WRITER: SERGIO ARAGONES



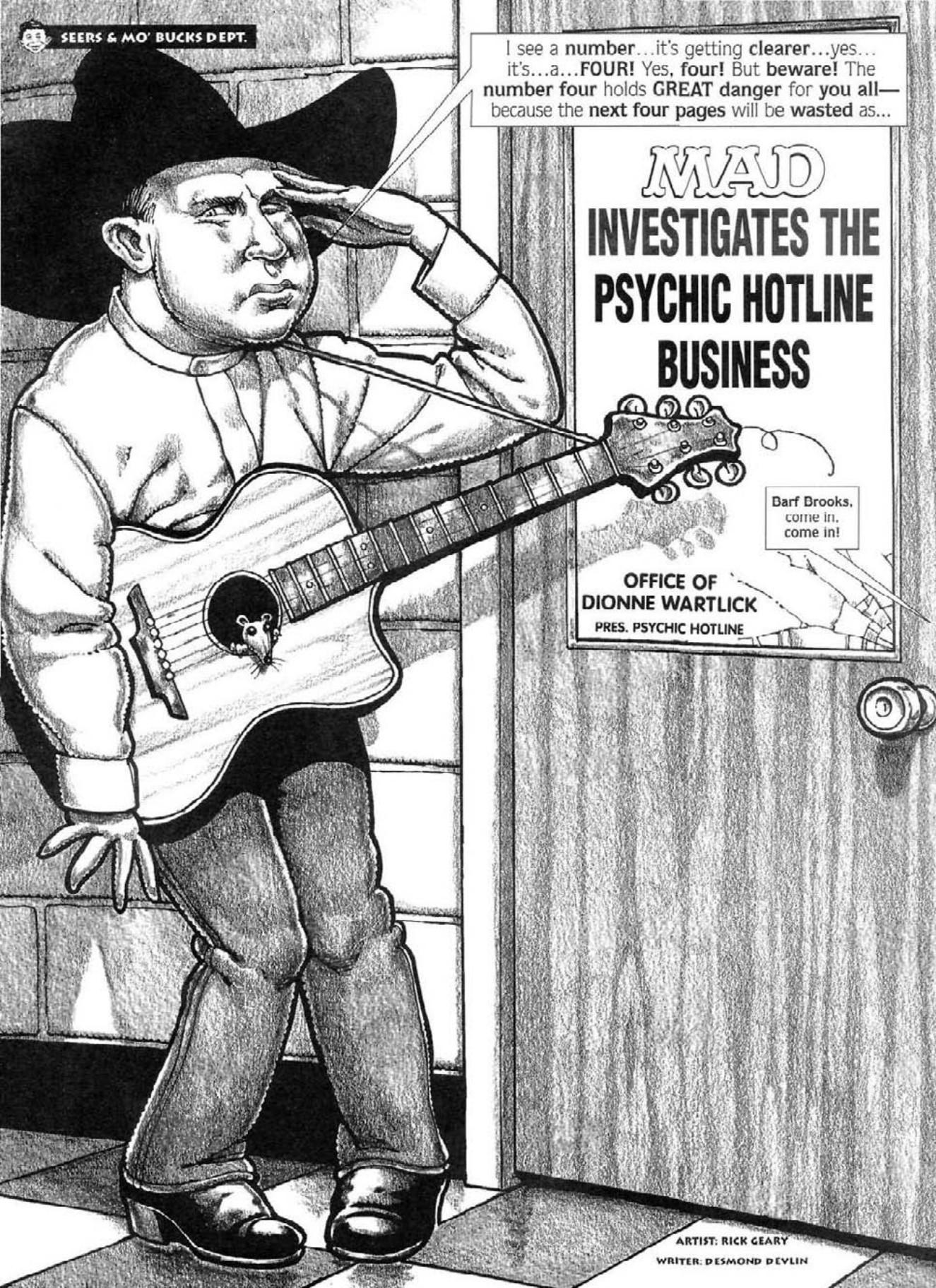


I see a number...it's getting clearer...yes... it's...a...FOUR! Yes, four! But beware! The number four holds GREAT danger for you all—because the next four pages will be wasted as...

MAD INVESTIGATES THE PSYCHIC HOTLINE BUSINESS

Barf Brooks,
come in,
come in!

OFFICE OF
DIONNE WARTLICK
PRES. PSYCHIC HOTLINE



Incredible! Dionne Wartlick, you are truly Queen of the Psychics! How did you know it was me? Did you sense my aura, or was it an astral projection?

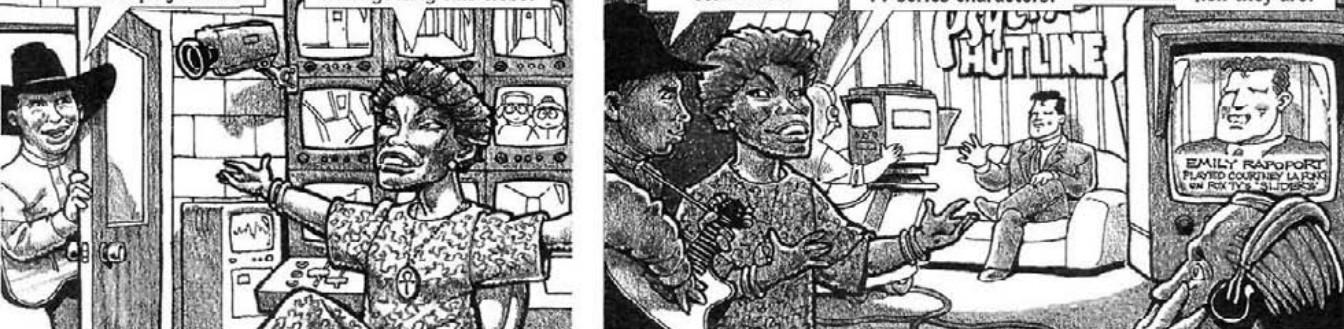
My infra-red beam system sensed your approach five minutes ago — and I had a shimmering vision of you on these security-cams! We've got a lot of ex customers we don't want getting this close!

I want to learn all about the psychic business! I notice that your infomercials always contain several celebrities!

Yes, the second most important thing in our psychic promotion is to sign up soap opera actors, Las Vegas performers, and beloved TV series characters!

What's the FIRST most important thing?

Making sure we stick their names onscreen every time they appear, so the viewers know who the hell they are!



I don't like to brag, but I've charted the stars of some big celebrities early in their careers — Marilyn Monroe! John Wayne! River Phoenix! Chris Farley! And do you know what all my customers have in common?

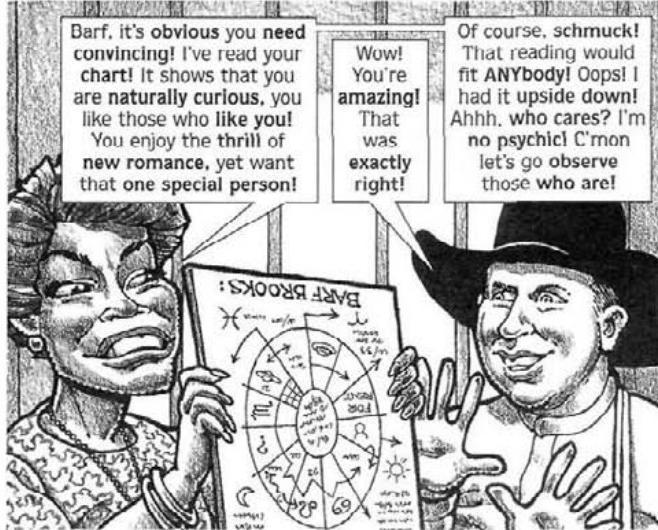
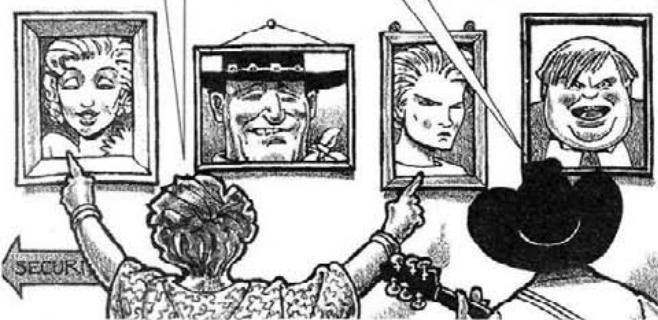
Yeah, they're dead! They can never contradict you!

Hmmmpffh! Very astute! I hope to be adding you to my list of clients — and quite soon!

Barf, it's obvious you need convincing! I've read your chart! It shows that you are naturally curious, you like those who like you! You enjoy the thrill of new romance, yet want that one special person!

Wow! You're amazing! That was exactly right!

Of course, schmuck! That reading would fit ANYbody! Oops! I had it upside down! Ahhh, who cares? I'm no psychici C'mon let's go observe those who are!



You are very gullible... you waste your money...you wait for others to solve your problems...

Yes! Yes! Tell me! What can I do about that?

I see a seven — I see two fours — there is also a 35 and a 36 —

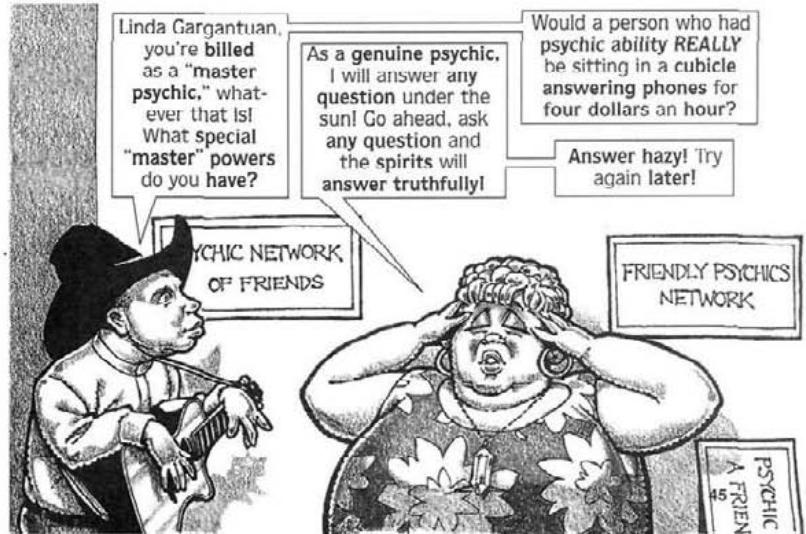
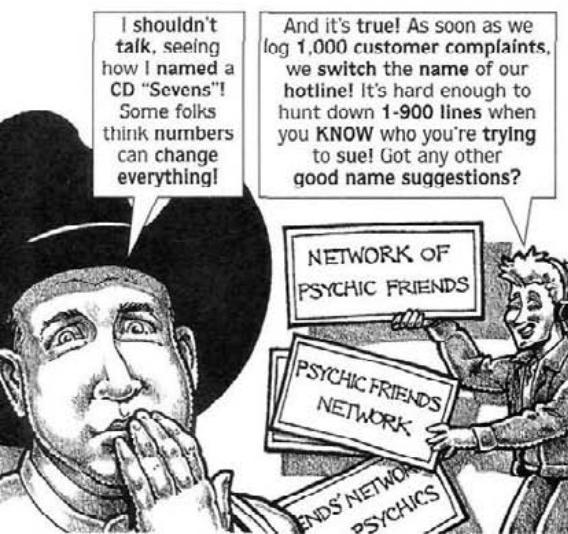
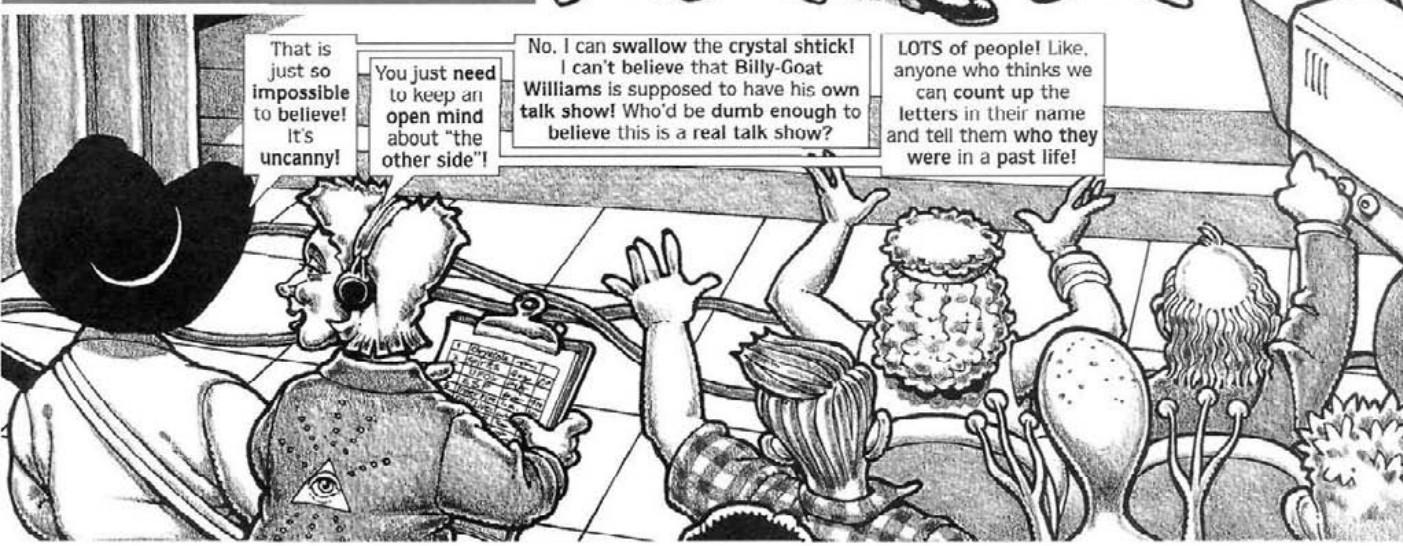
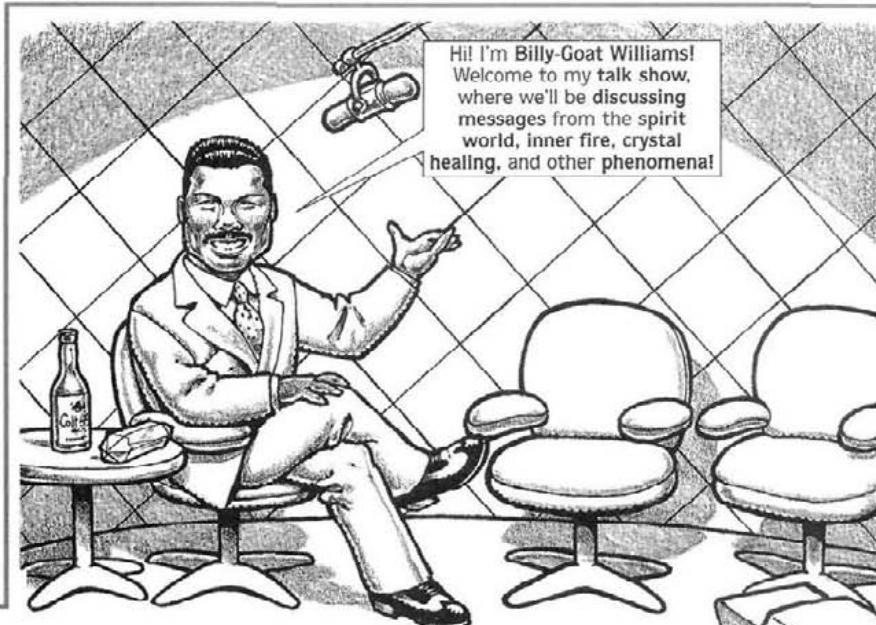
Is she giving somebody lottery picks, Dionne?

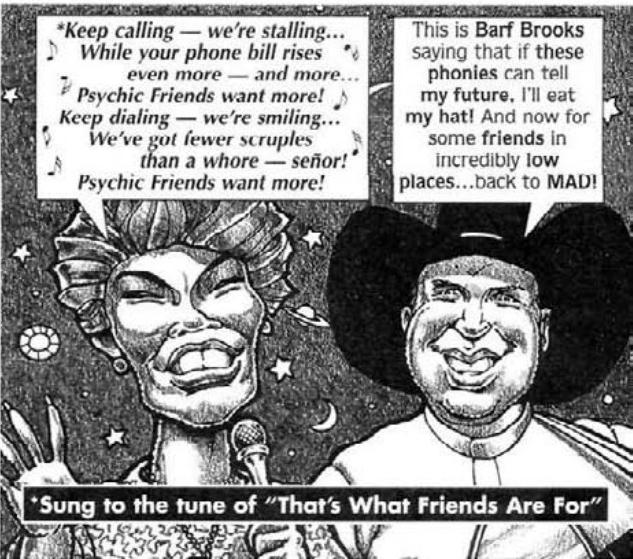
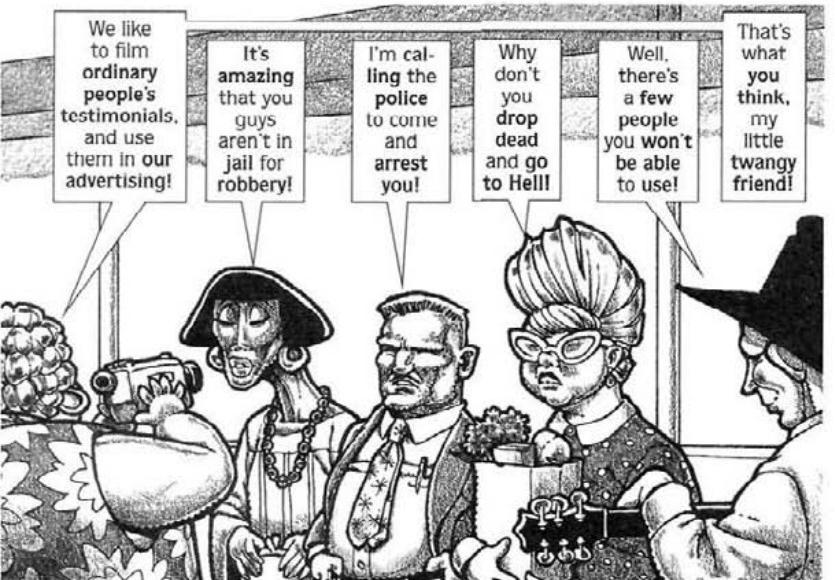
No, she decides what the mystery charges will be on each customer's phone bill!

Those minute-by-minute charges can cost your callers a lot of money, huh?

Well, let's put it this way — last year, one of our callers hit the Powerball jackpot using our psychic advice — and they came just \$10 short of breaking even!







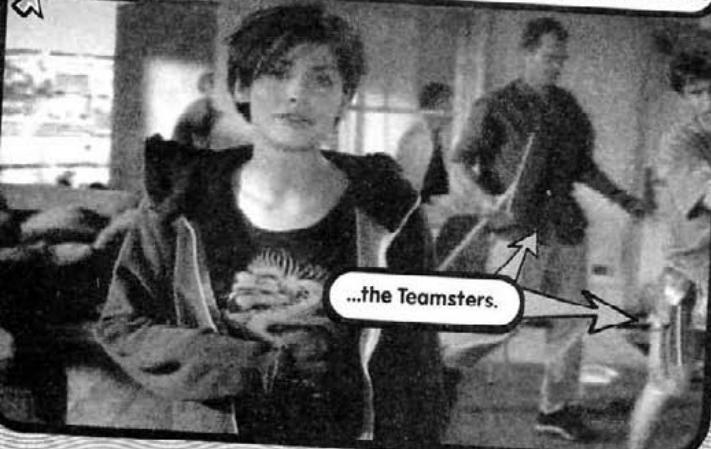


VH-DUMB DEPT.

MAD POP OFF VIDEO



Following in the tradition of Snoop, Dre, Cube, and Eazy-E, this video features a gang of thugs more deadly than the Crips, and more brutal than the Bloods...



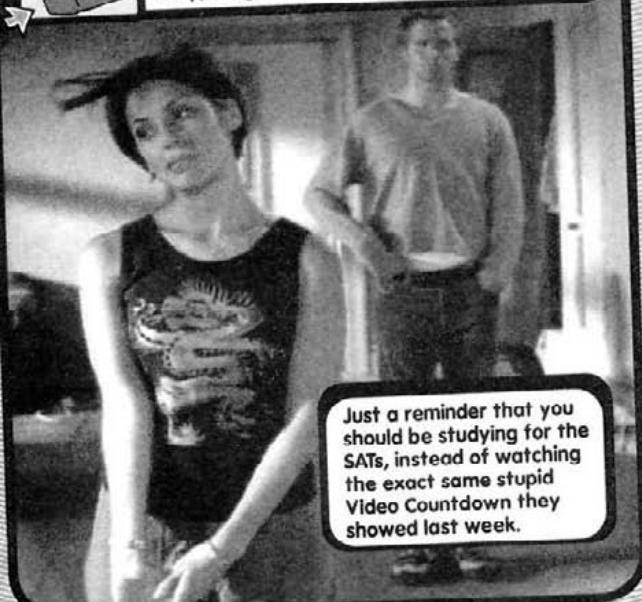
NATALIE IMBRUGLIA "TORN"



Natalie's smart enough to sing "lying naked on the floor" early in the song's lyrics, knowing that 97% of MTV's audience is horny enough to watch the video all the way to the very last second, just to see whether she'll do it.



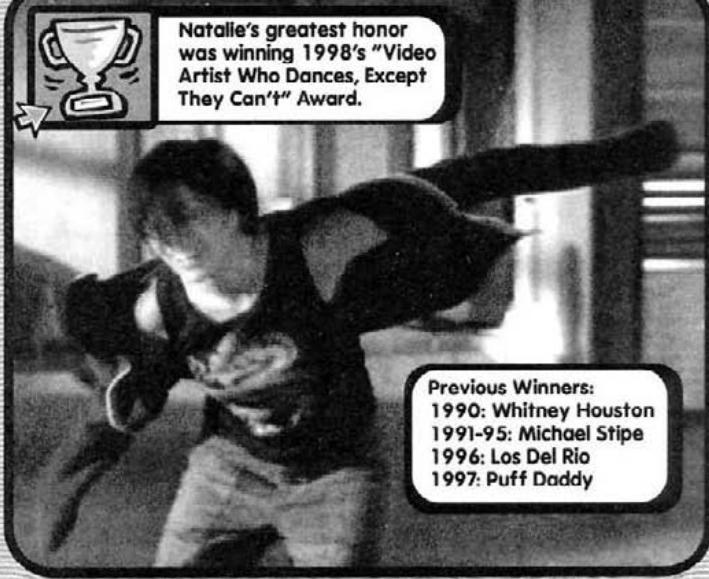
Speaking of Imbruglia, the dictionary defines "imbroglio" as "a confused state of affairs; a complicated misunderstanding; a confused heap, tangle or troublesome situation."



Just a reminder that you should be studying for the SATs, instead of watching the exact same stupid Video Countdown they showed last week.



Natalie's greatest honor was winning 1998's "Video Artist Who Dances, Except They Can't" Award.



Previous Winners:
1990: Whitney Houston
1991-95: Michael Stipe
1996: Los Del Rio
1997: Puff Daddy



GRIEVING LAS VEGAS DEPT.

MAD'S CELEBRITY CAUSE-OF-DEATH BETTING ODDS

Our team of crack oddsmakers gives you the latest Vegas line
on how one of today's biggest stars will be buried at sea!

**THIS MONTH'S CANDIDATE TO GO
TO THE BIG ICEBERG IN THE SKY:**

Leonardo DiCaprio

CAUSE OF DEATH

ODDS

Falls off front of real boat
doing "King of the world" schtick 3:1

Loses bloody slapfight with
Hanson at *Tiger Beat* magazine party 5:1

Sleep deprivation from girls screaming
"LEO!!!!" outside window 24/7, wherever he goes 6:1

Complete exhaustion from trying
to disprove gay rumors 9:1

Frightened to death by ghosts of actual Titanic
victims, pissed off about his cutesy-boy portrayal 15:1

**WHAT COMPANY
HAS A LOT OF
PEOPLE GOING
WILD OVER ITS
BOTTOM LINE?**

HERE WE GO WITH ANOTHER RIDICULOUS
MAD FOLD-IN

With the stock market's recent brief plunge, it's hard to pinpoint what companies you should buy and what companies you should sell short. There is, however, one hot property that everyone is always interested in. To find out which company investors are jockeying to get into, fold page in as shown.



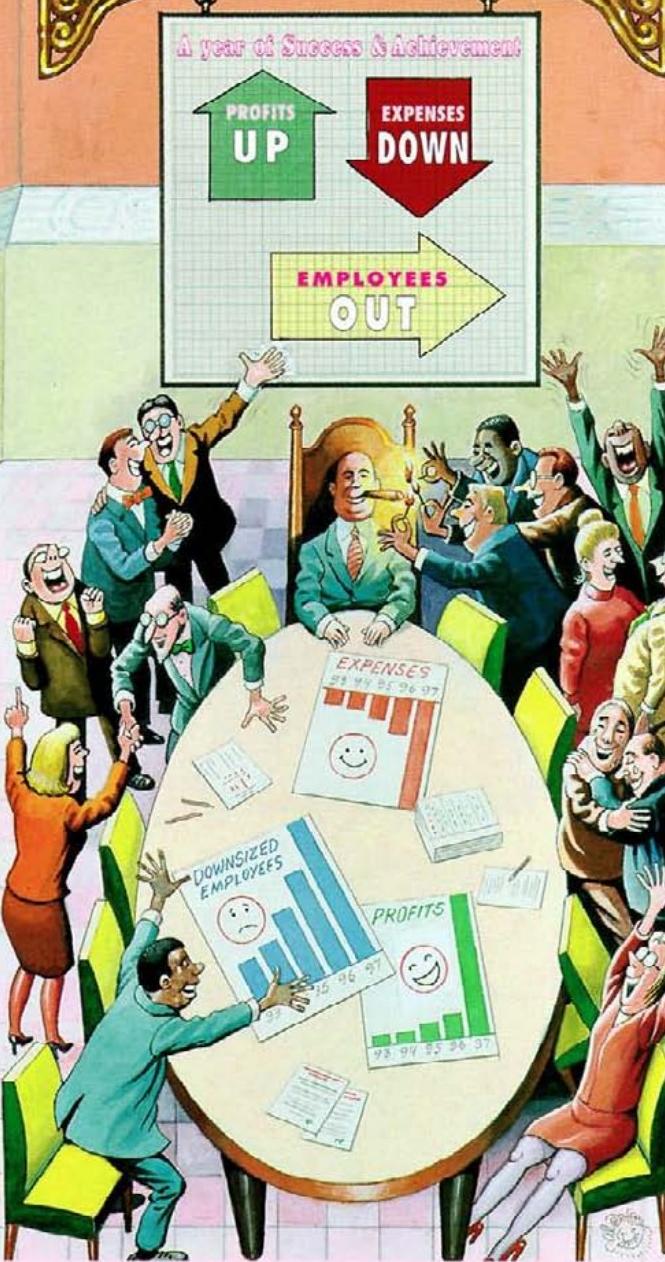
FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



**CALLING A BIG WALL STREET WINNER A MAVIN
IS SLANG FOR WISE. CALLING HIM A
KLUTZ IS SLANG FOR LOSER. IN THIS VEIN
JUST AVOID BEING CALLED A SCHMUCK.**

A

B

ARTIST AND
WRITER:
AL JAFFEE

A STREET SIGN WE'RE AFRAID WE'LL SEE

